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09/599,690 22 June 2000 (22.06.2000) US  
09/641,908 18 August 2000 (18.08.2000) US  
09/695,744 24 October 2000 (24.10.2000) US

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Filed on 17 November 1999 (17.11.1999)

US 09/447,121 (CIP)  
Filed on 22 November 1999 (22.11.1999)  
US 09/465,859 (CIP)  
Filed on 17 December 1999 (17.12.1999)  
US 09/483,105 (CIP)  
Filed on 14 January 2000 (14.01.2000)  
US 09/599,690 (CIP)  
Filed on 22 June 2000 (22.06.2000)  
US 09/641,908 (CIP)  
Filed on 18 August 2000 (18.08.2000)  
US 09/695,744 (CIP)  
Filed on 24 October 2000 (24.10.2000)

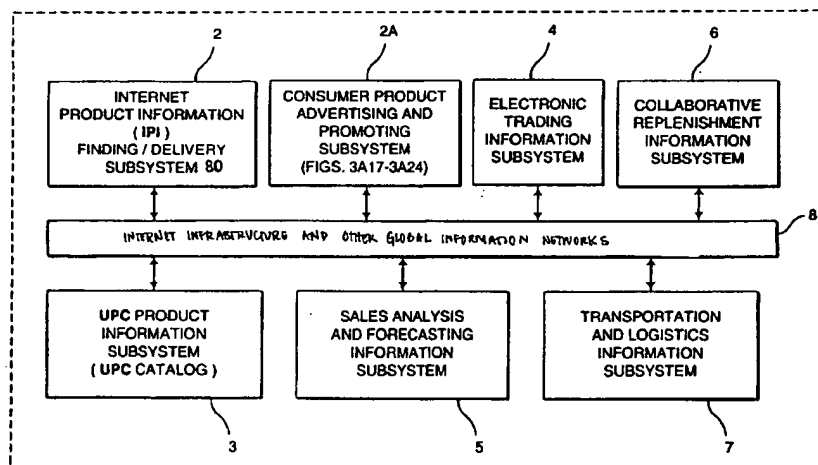
(71) Applicant (for all designated States except US): **IPF, INC.**  
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(72) Inventor; and

(75) Inventor/Applicant (for US only): **PERKOWSKI, Thomas, J.** [US/US]; 10 Waldon Road, Darien, CT 06820 (US).

[Continued on next page]

(54) Title: METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS AND CONSUMERS



1  
FIRST ILLUSTRATIVE EMBODIMENT

(57) Abstract: An integrated consumer product marketing and information system which enables manufacturers, retailers, and consumers to carry out product-related functions: an internet product information subsystem (2) delivers information to interested consumers, using universal product code information in particular (3); product advertising is delivered to consumers (2A) within physical and electronic shopping environments; a sales analysis and forecasting subsystem (5) enables retailer purchasing agents to make obtain information about manufacturers' products in order to make informed purchases along the supply chain.

WO 01/037540 A3



(74) **Agent:** PERKOWSKI, Thomas, J.; Thomas J. Perkowski, P.C., Soundview Plaza, 1266 East Main Street, Stamford, CT 06902 (US).

IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(81) **Designated States (national):** AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

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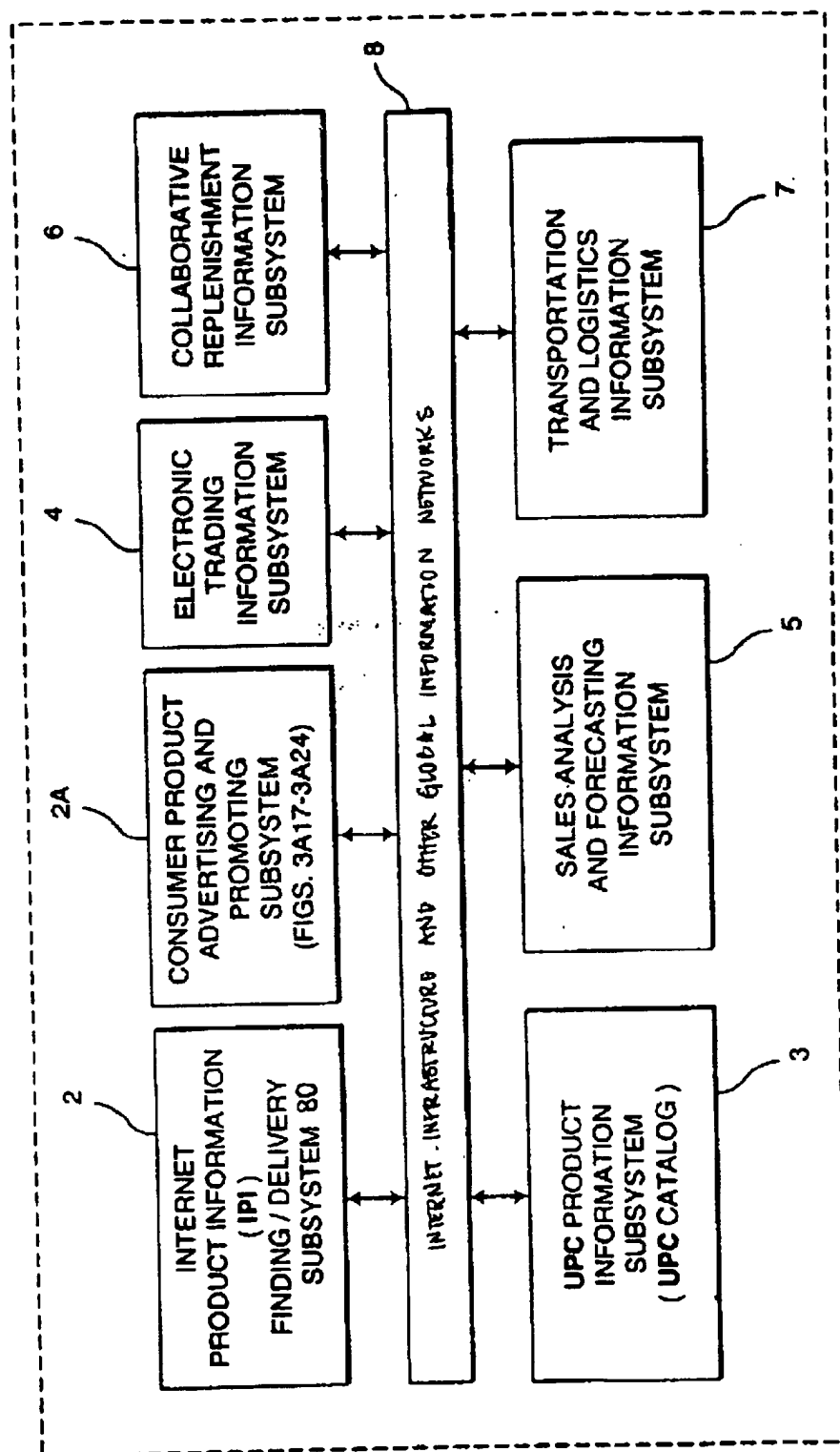
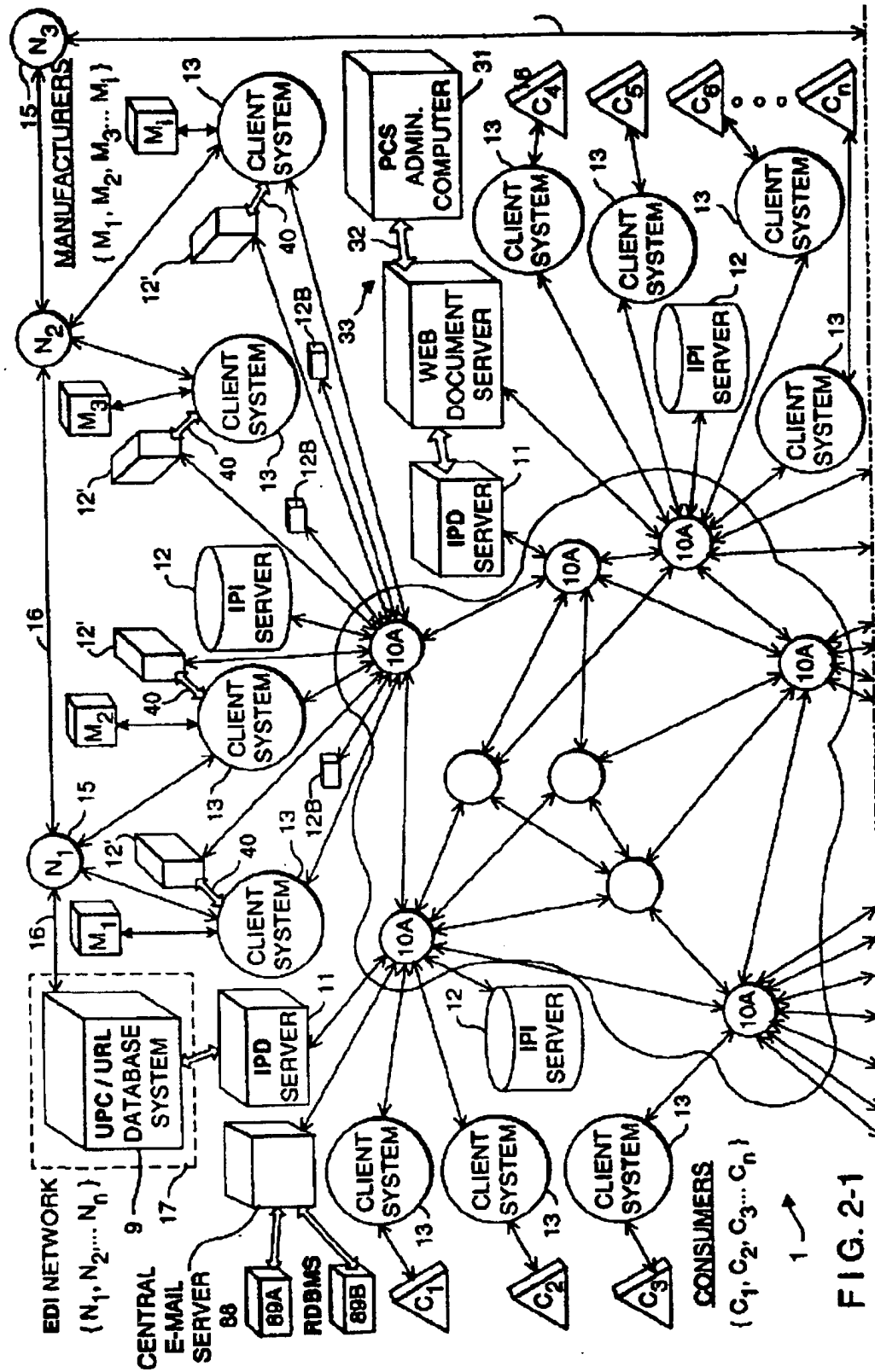


FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT



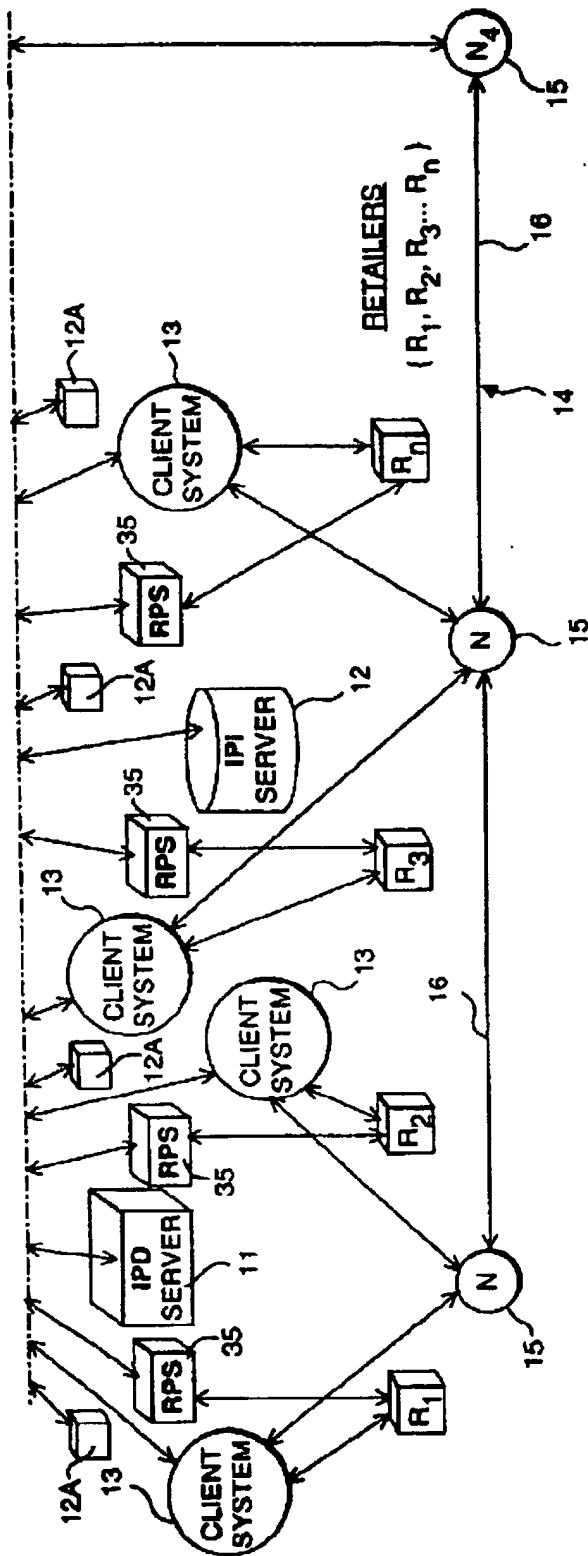
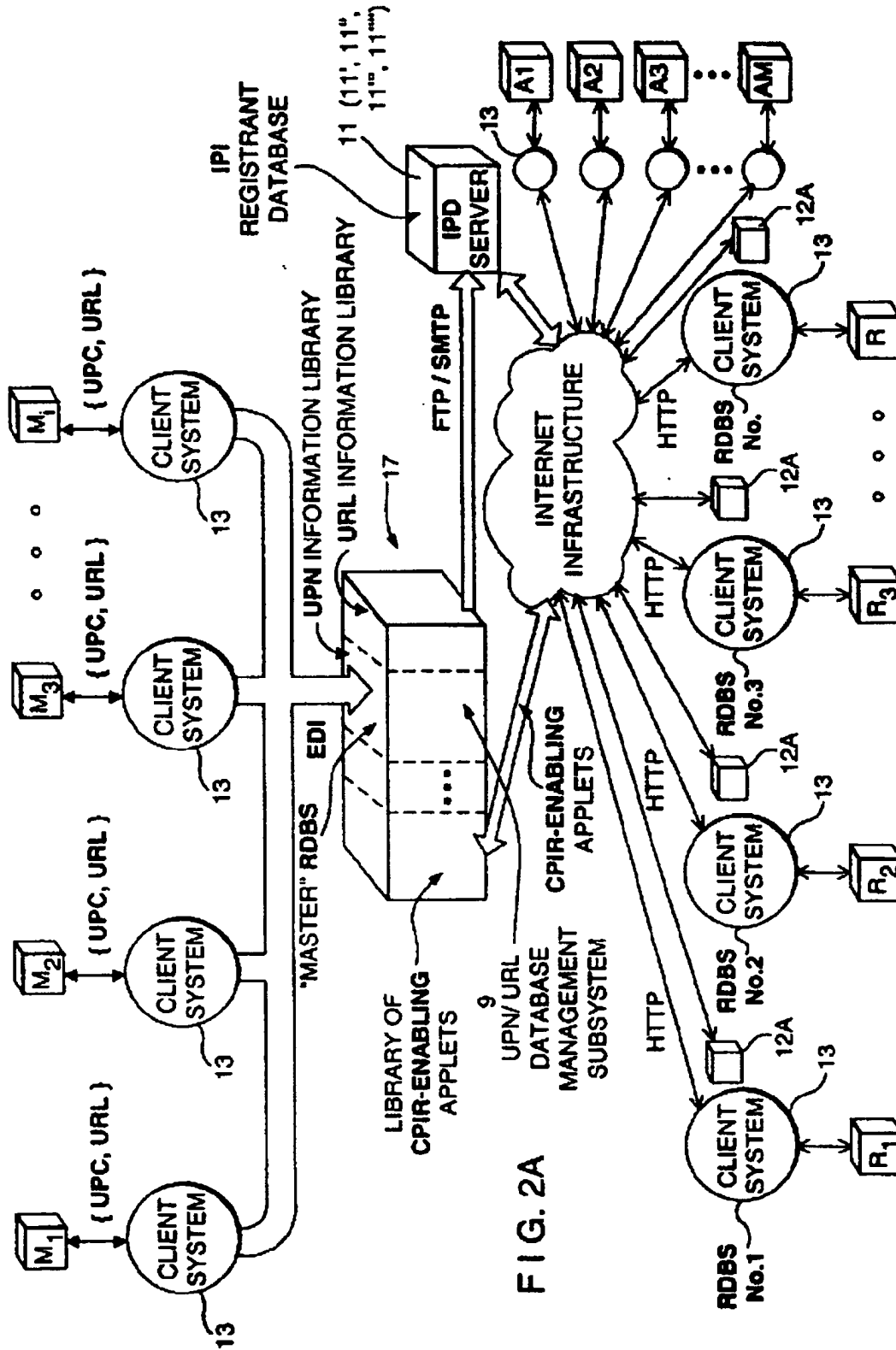


FIG. 2-2



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

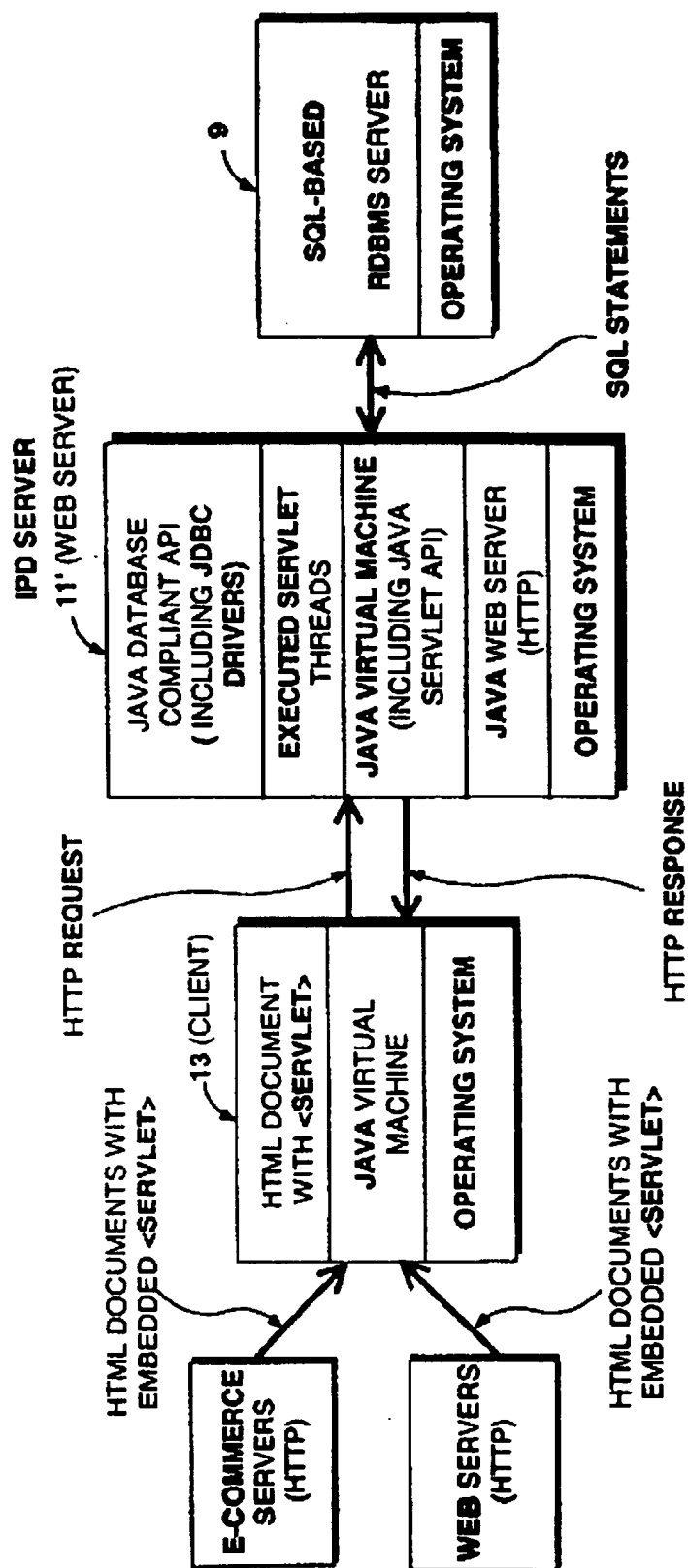


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGI

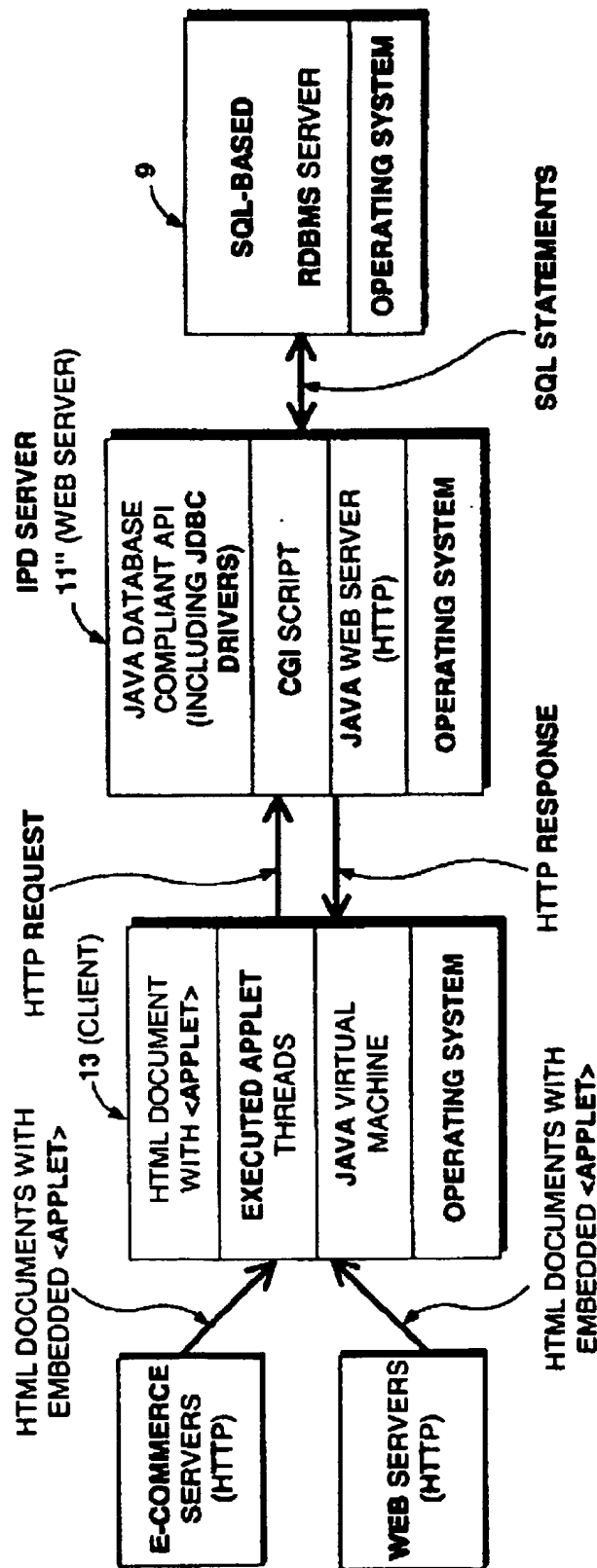


FIG. 2B2



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING  
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

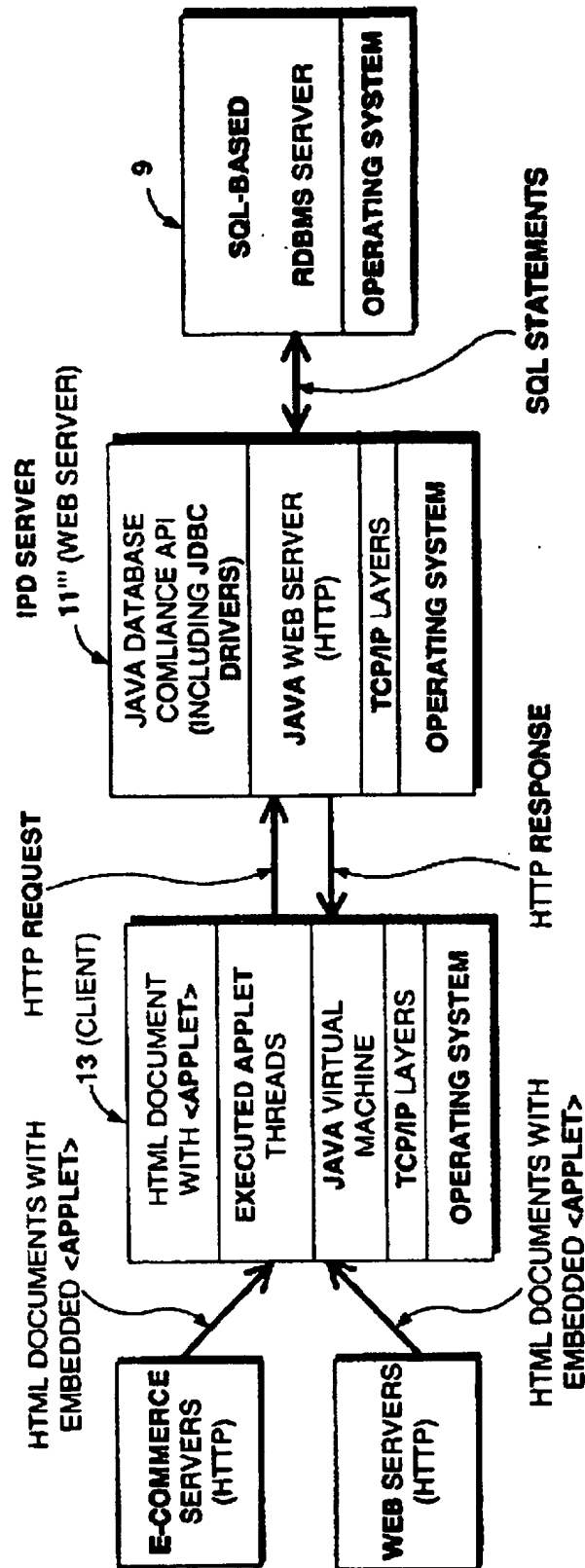


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

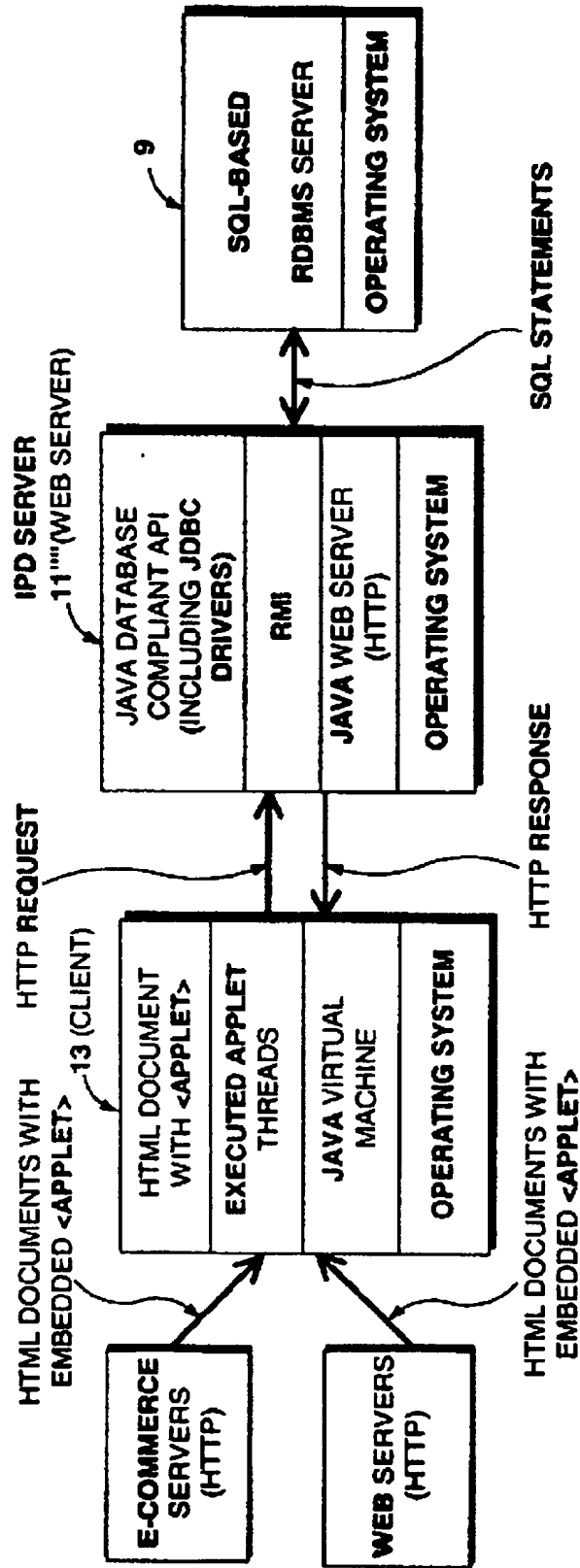


FIG. 2B4

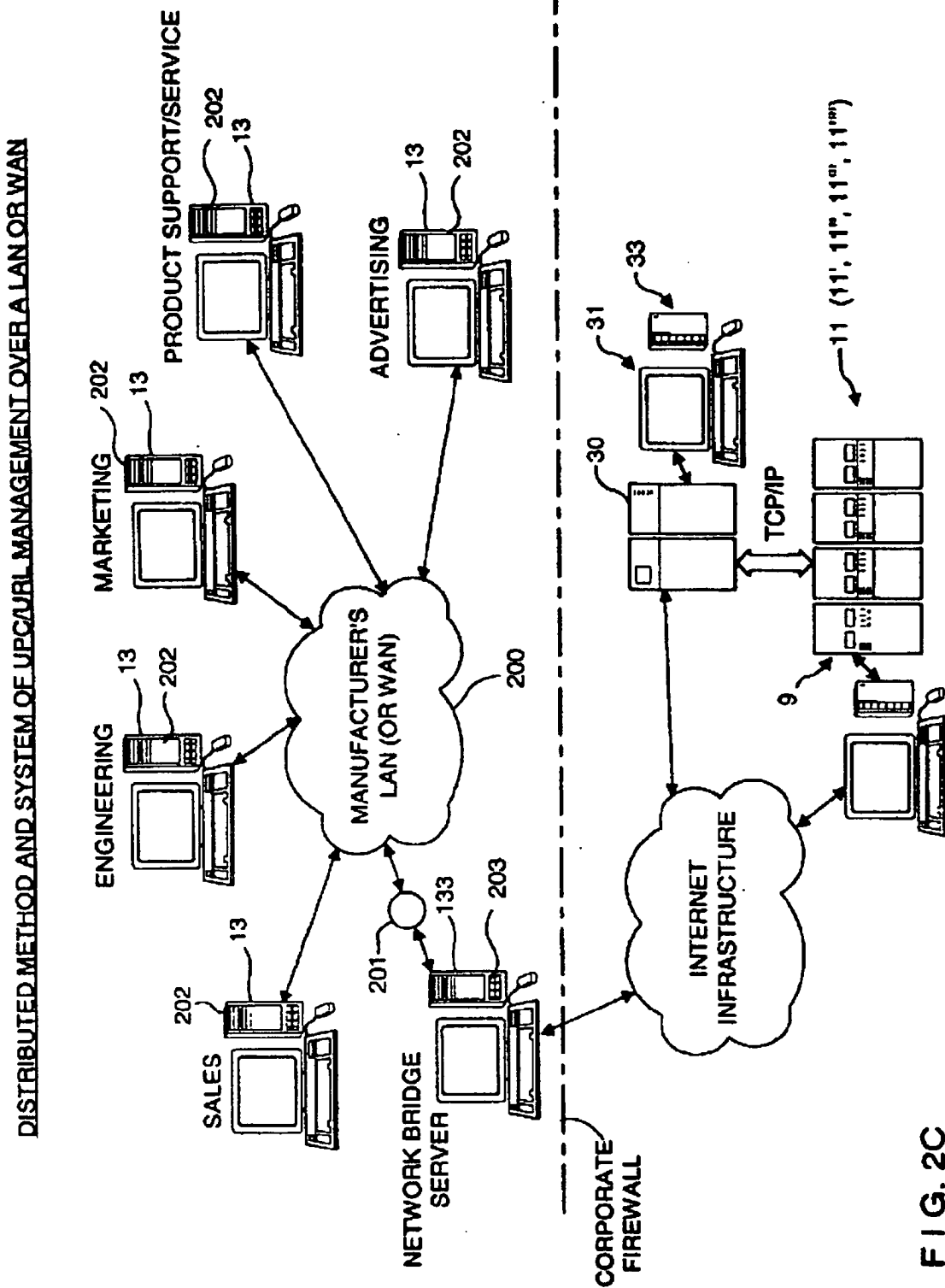


FIG. 2C

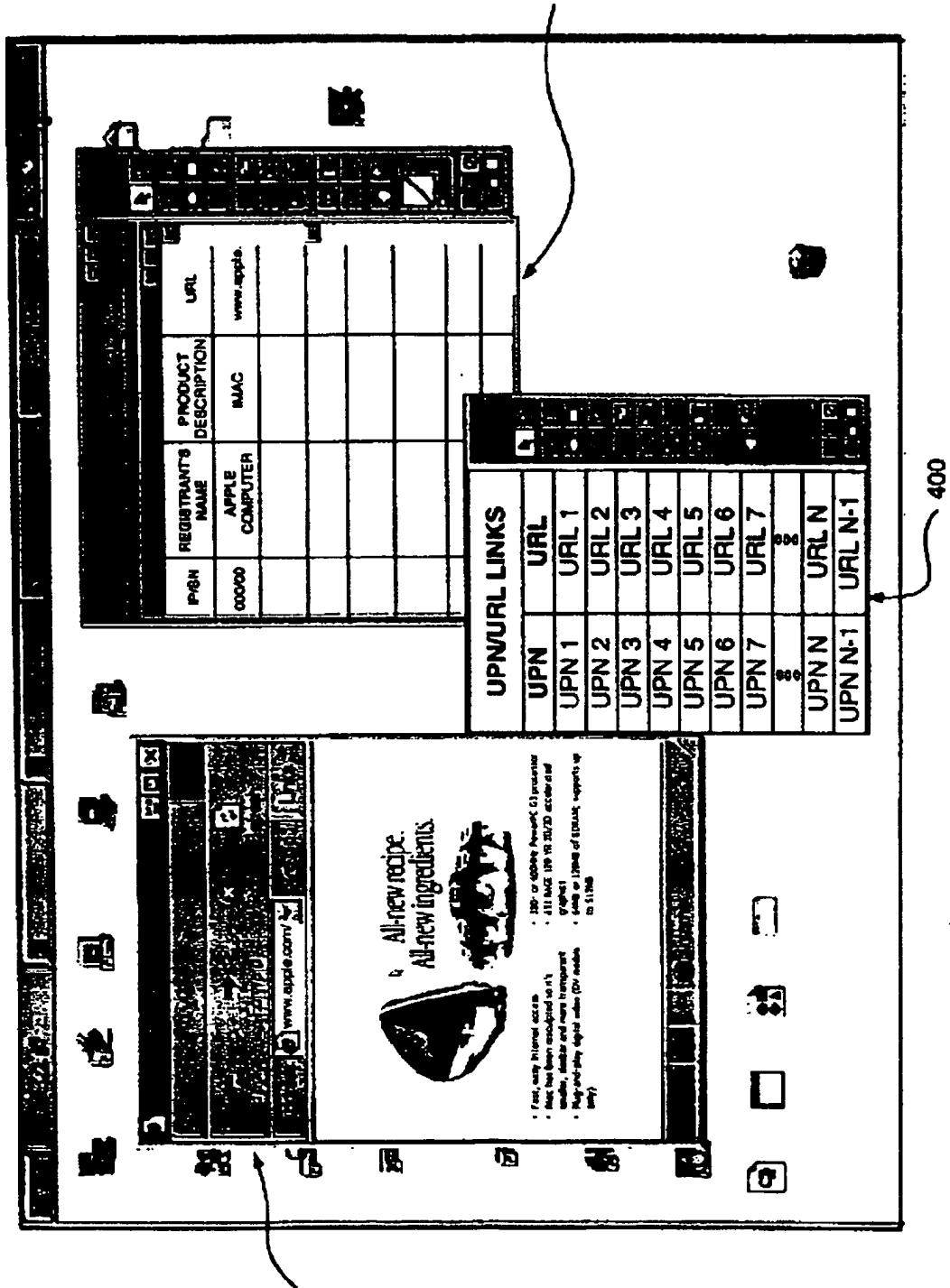


FIG. 2C1

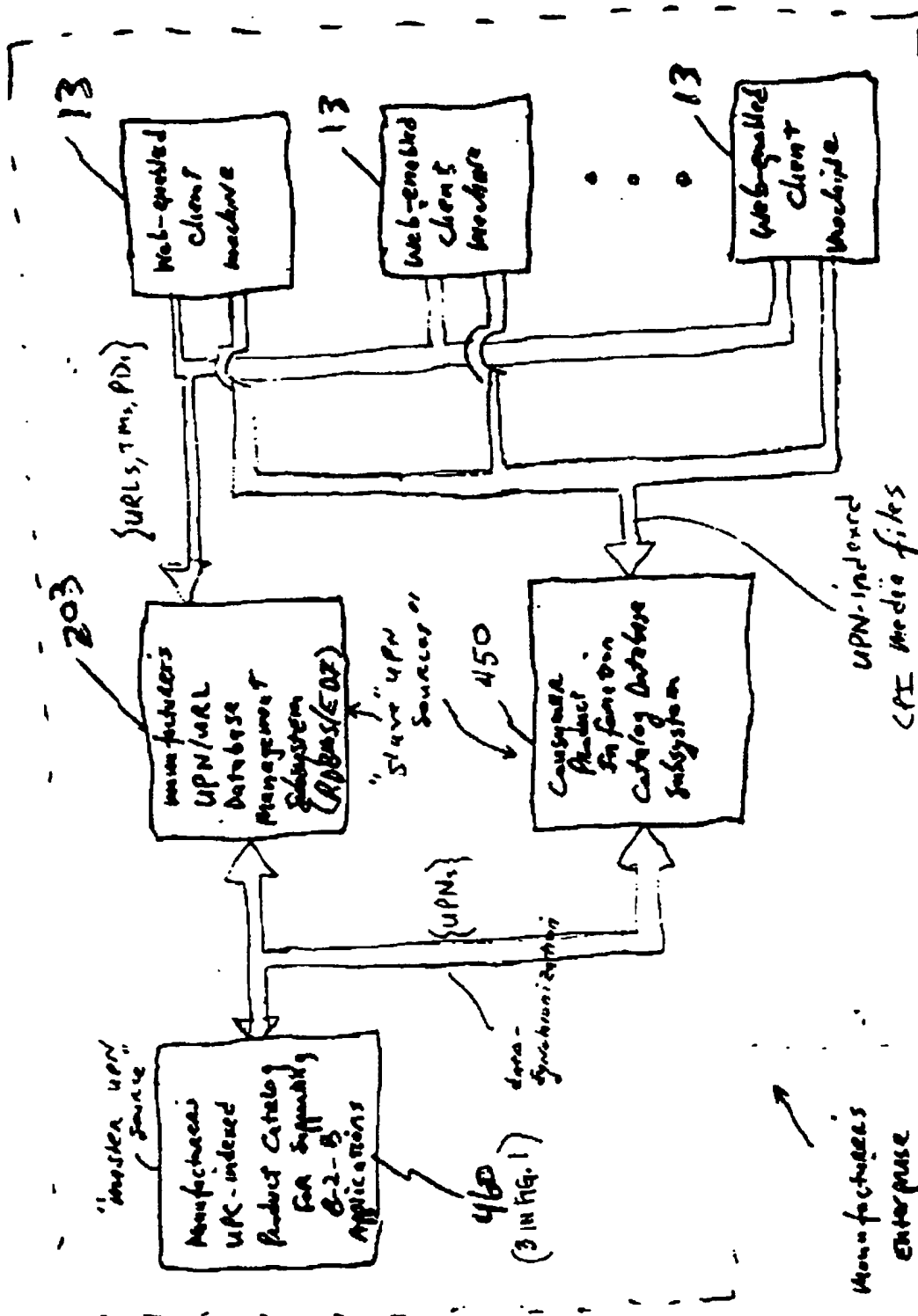


FIG. 2C2



DISTRIBUTED METHOD AND SYSTEM OF UP/URL MANAGEMENT OVER A LAN OR WAN

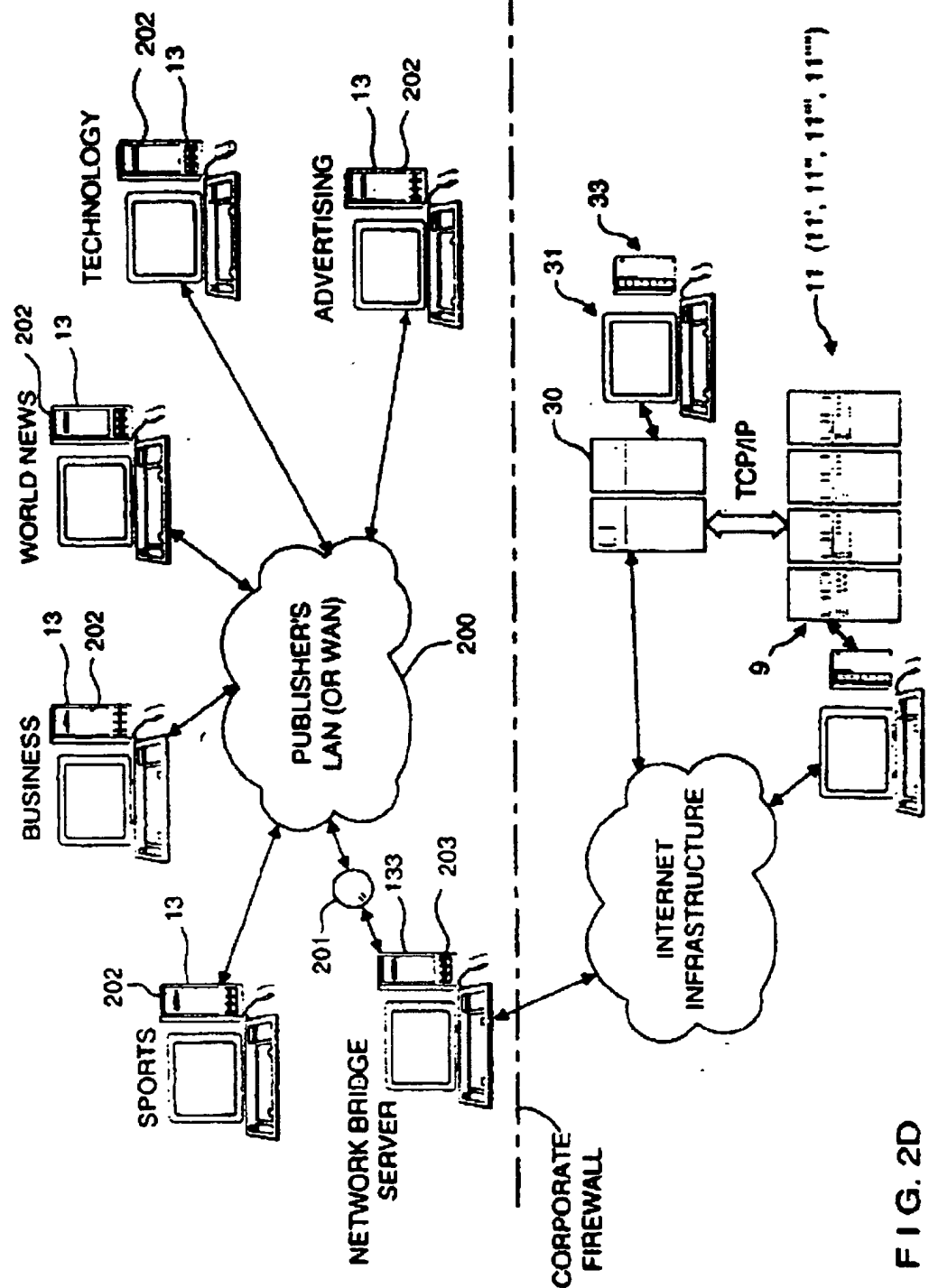


FIG. 2D

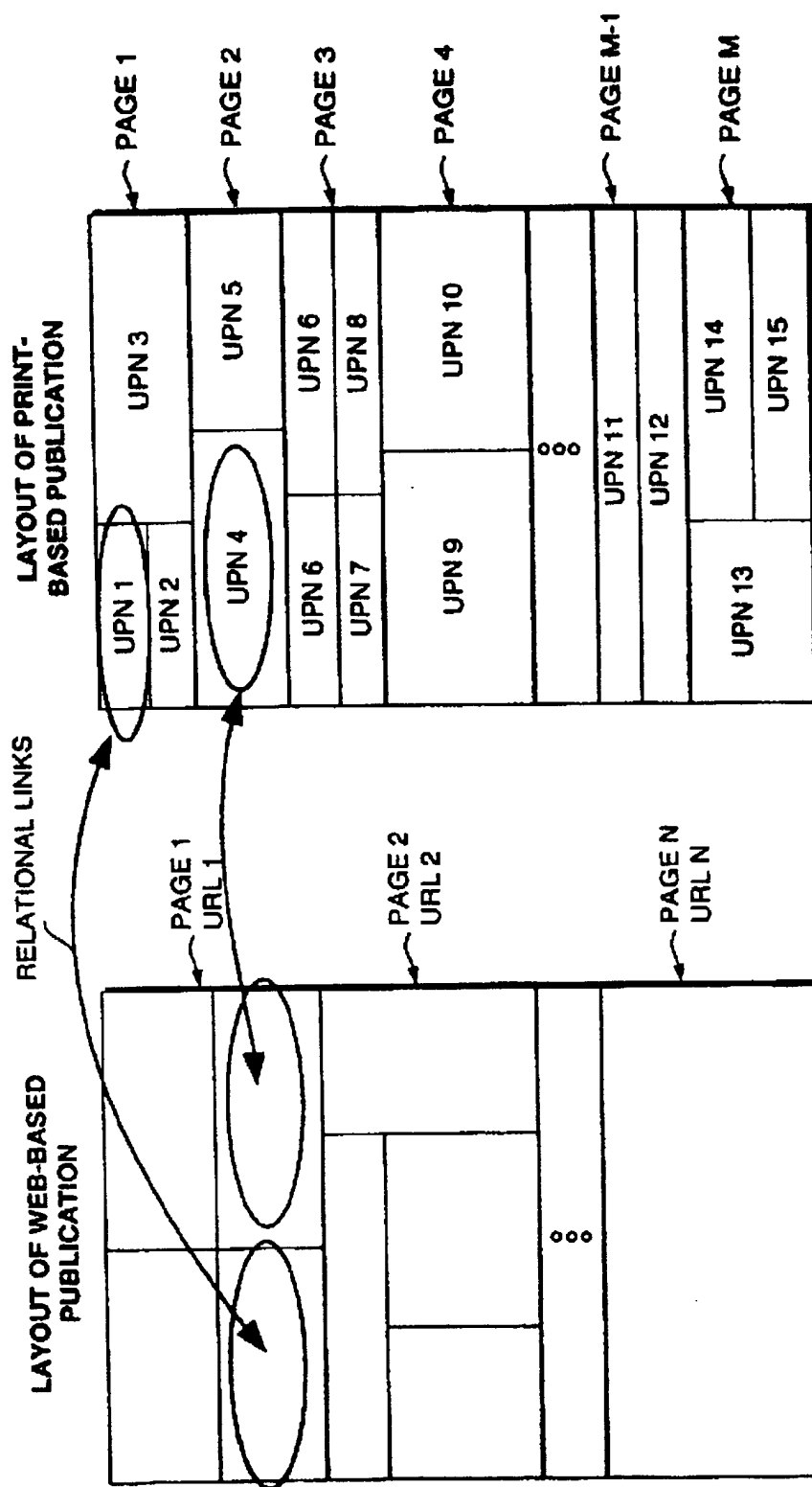


FIG. 2E2

FIG. 2E1



UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

COMPOSITION/EDITORIAL MODE

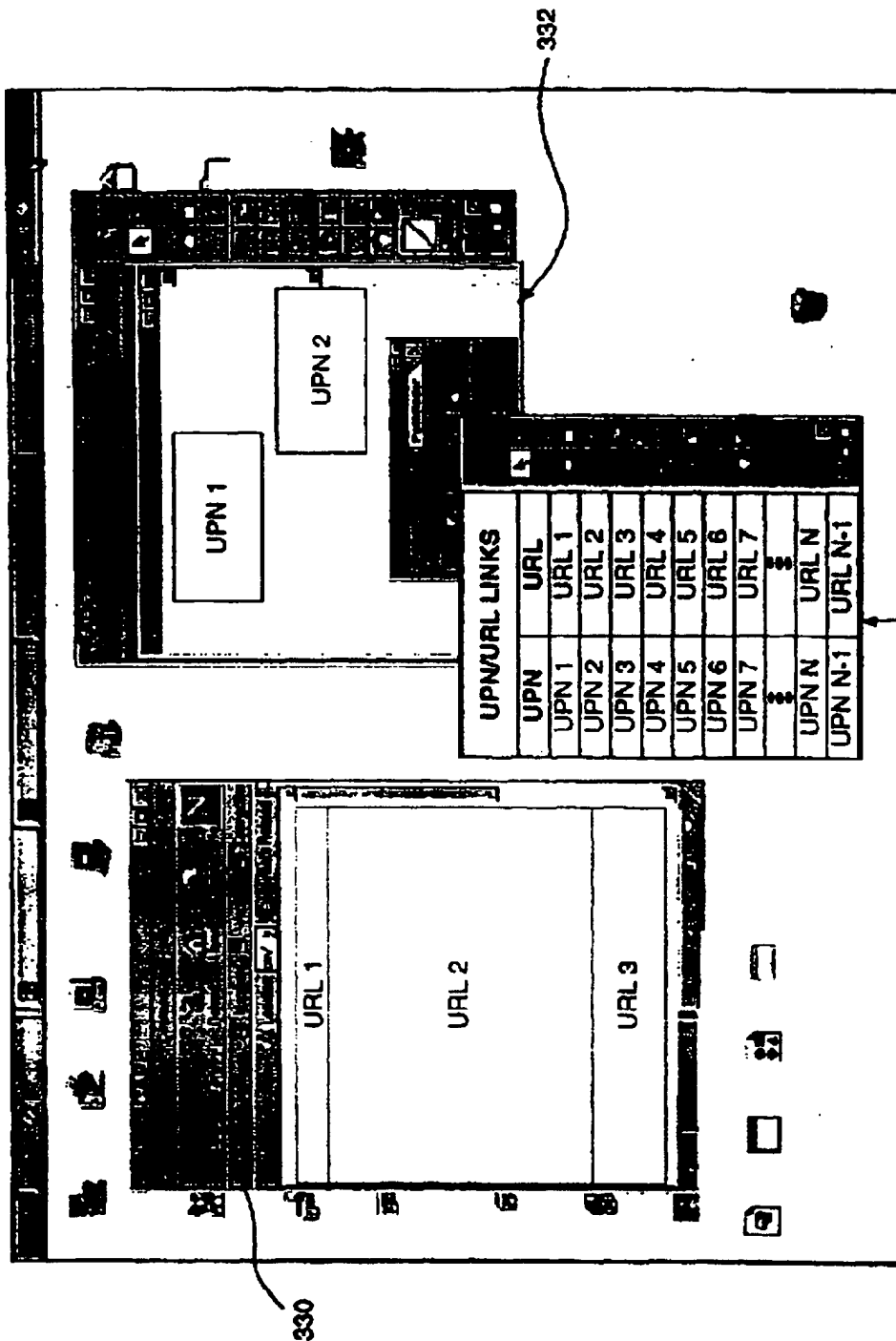


FIG. 2E4

UPN/URL DATA LINKING MODE

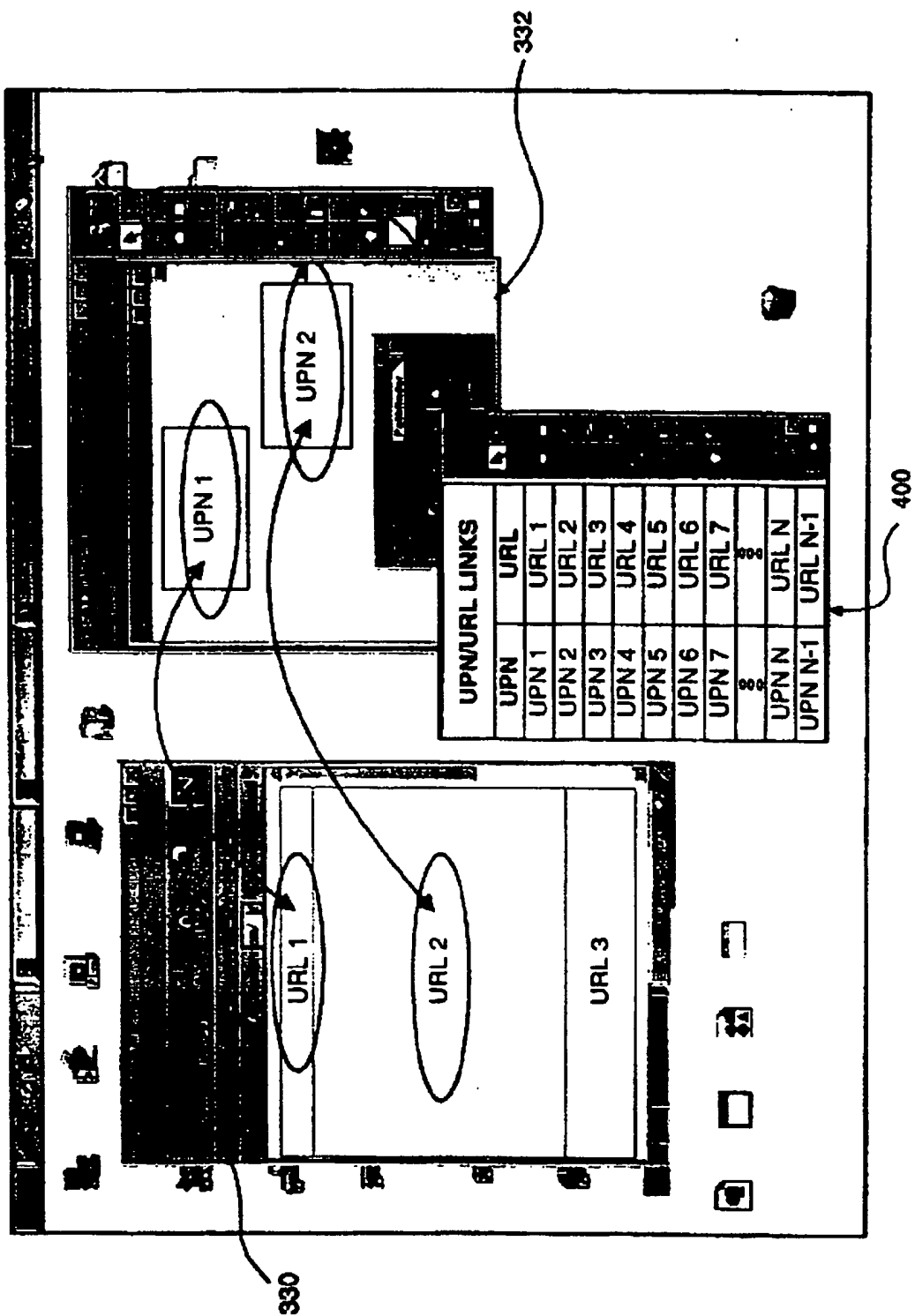


FIG. 2E5

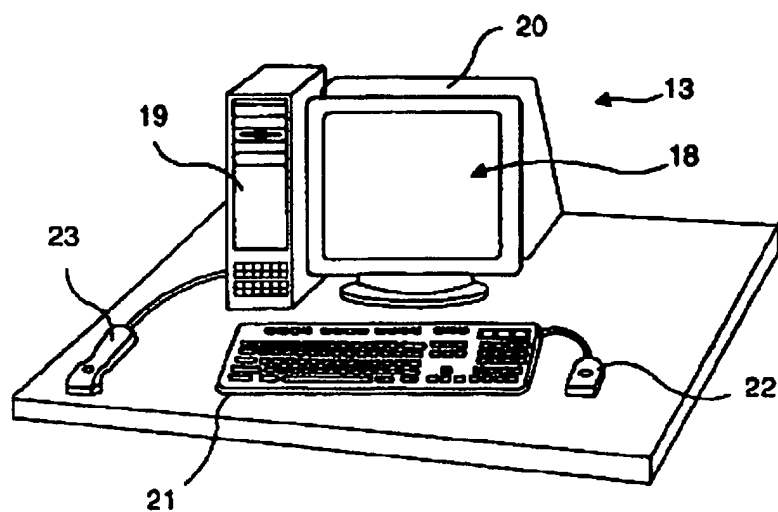


FIG. 3A1

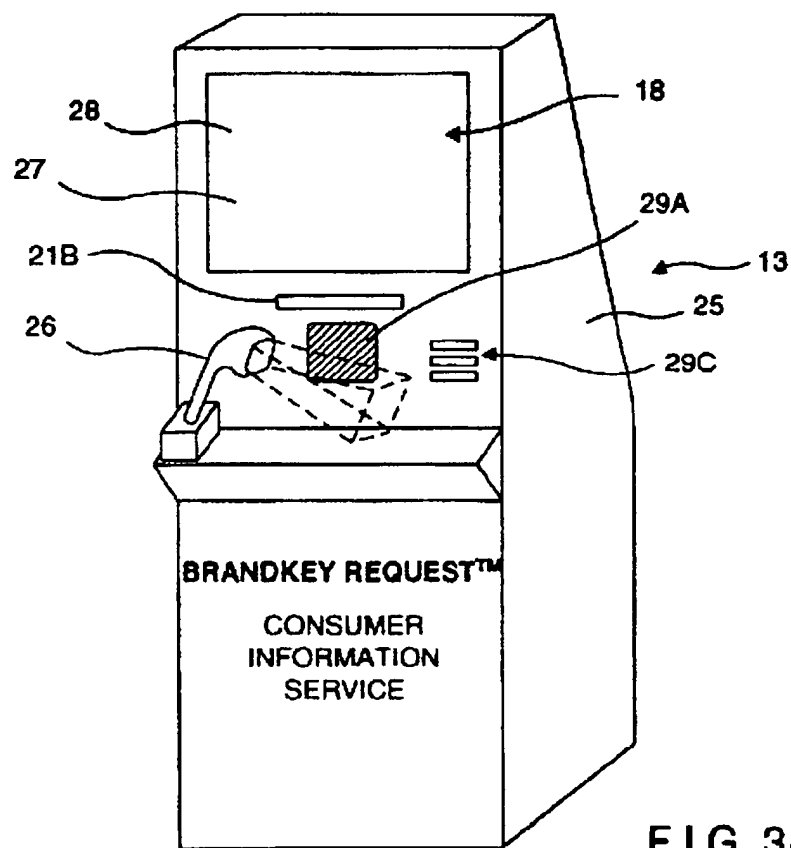


FIG. 3A2

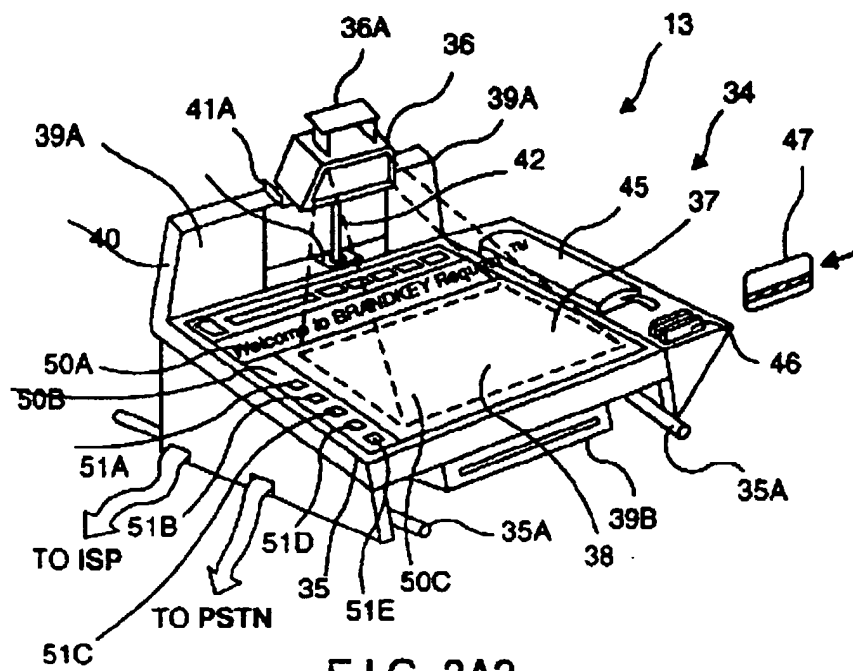
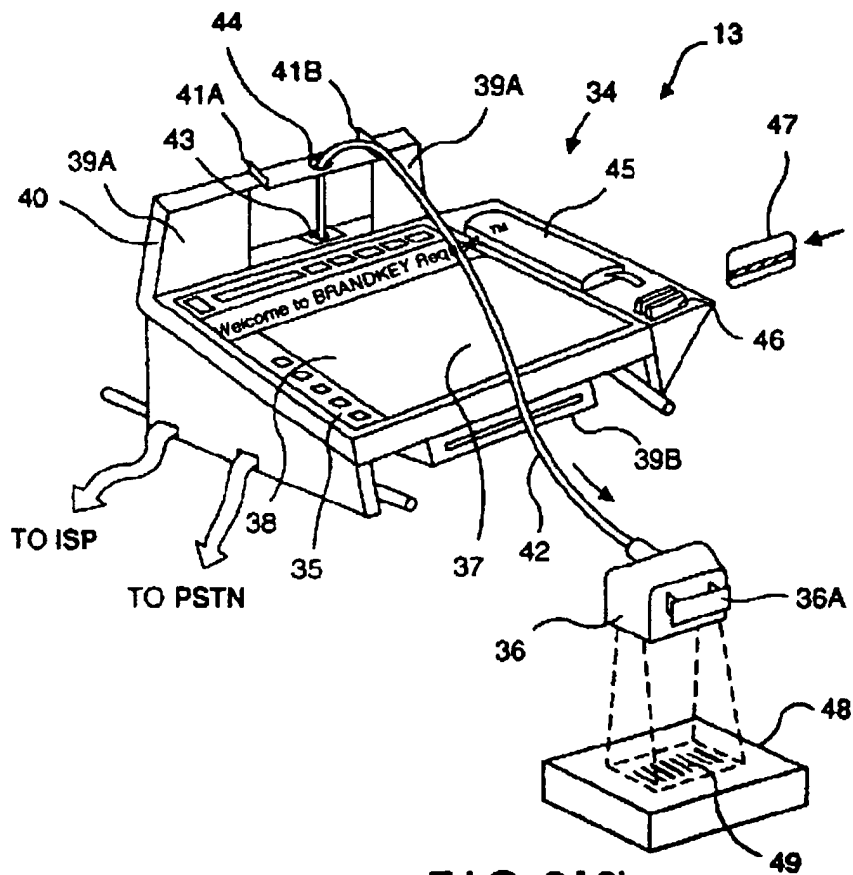
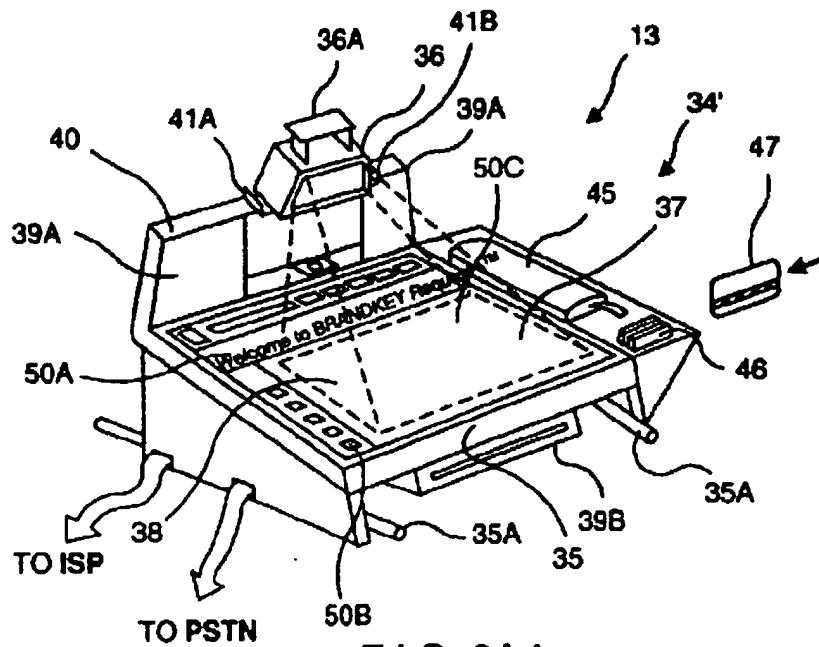


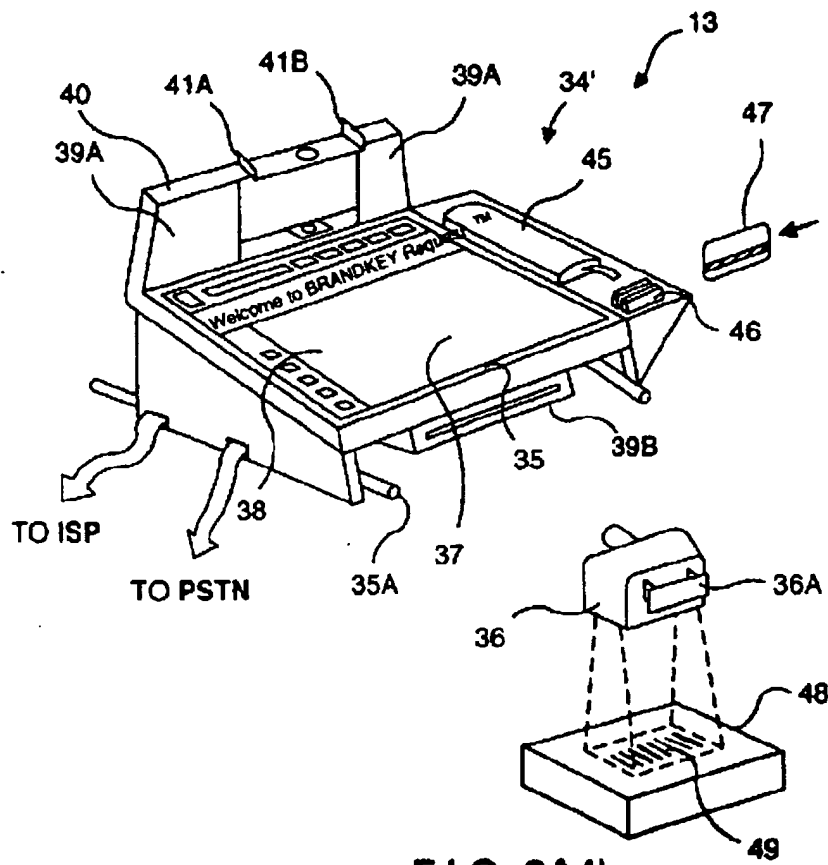
FIG. 3A3



**FIG. 3A3'**



**FIG. 3A4**



**FIG. 3A4'**

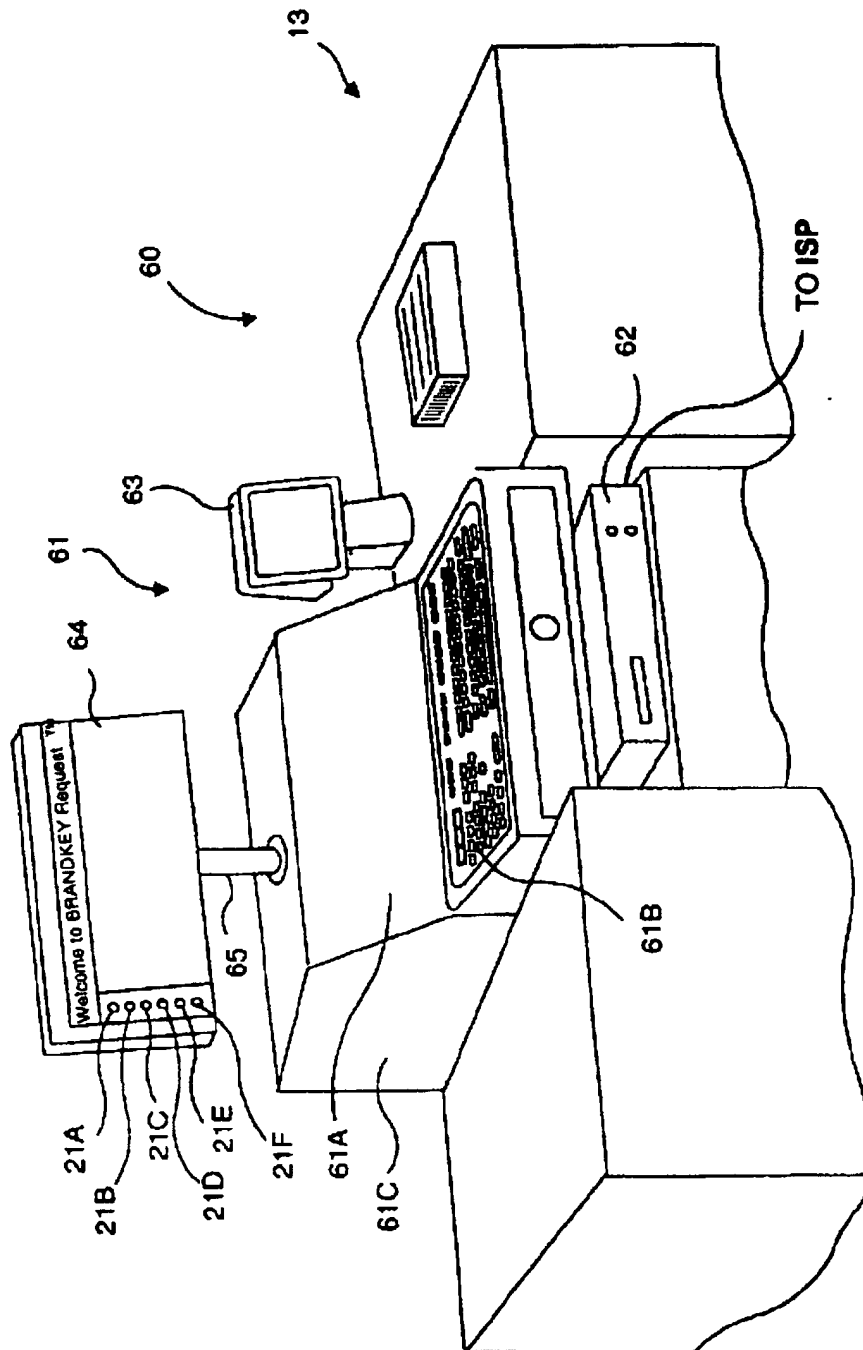


FIG. 3A5

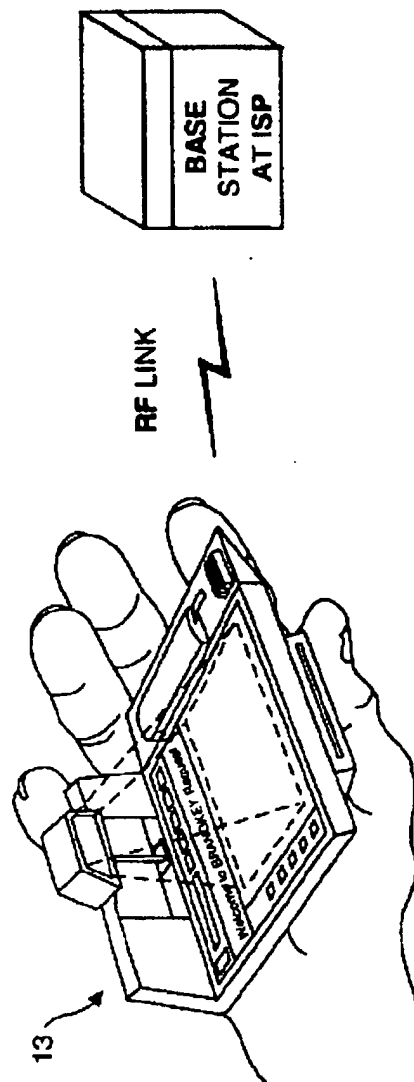


FIG. 3A6



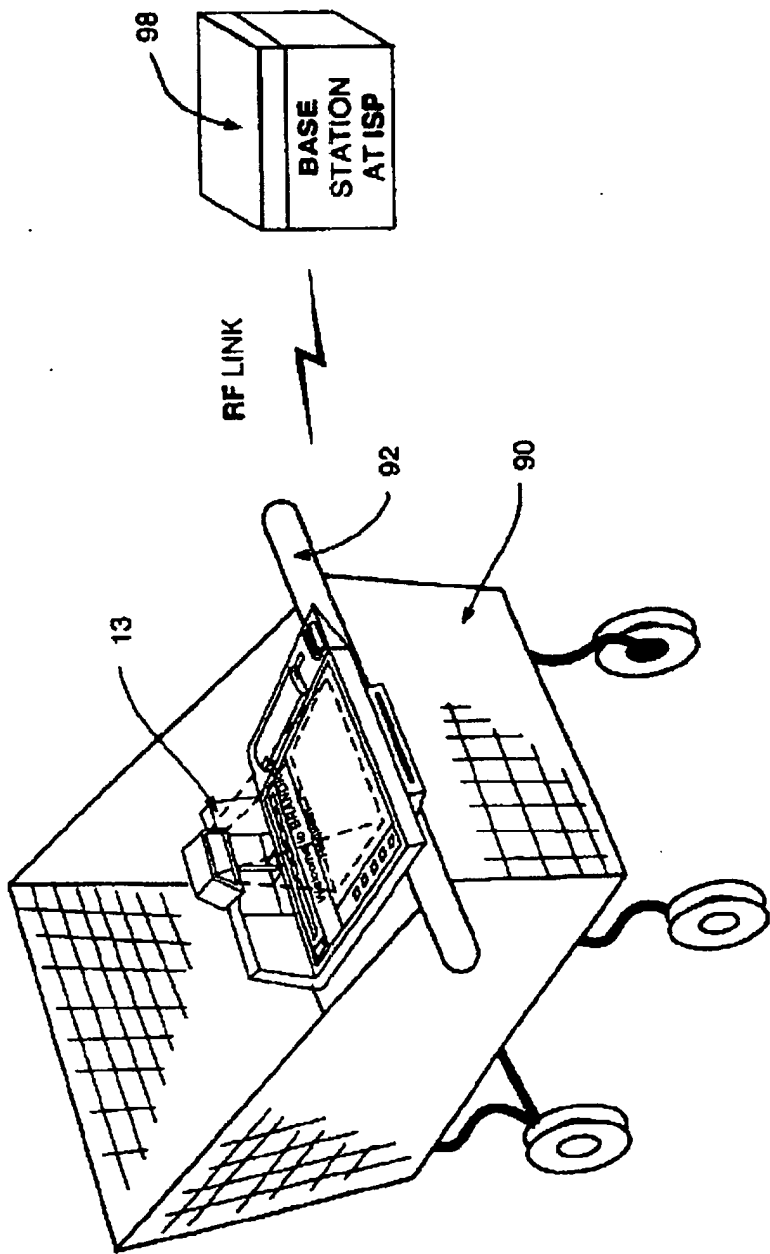
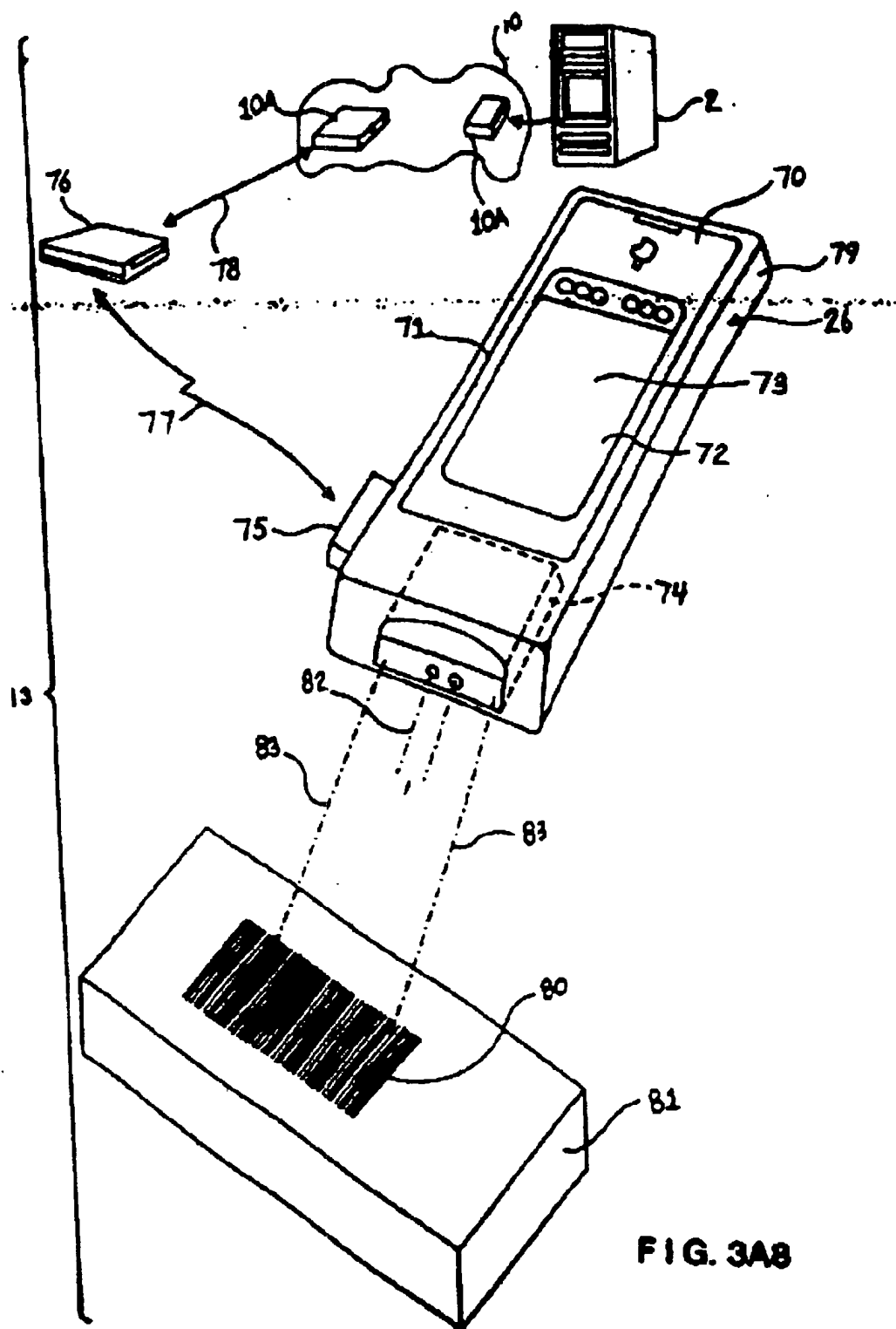


FIG. 3A7



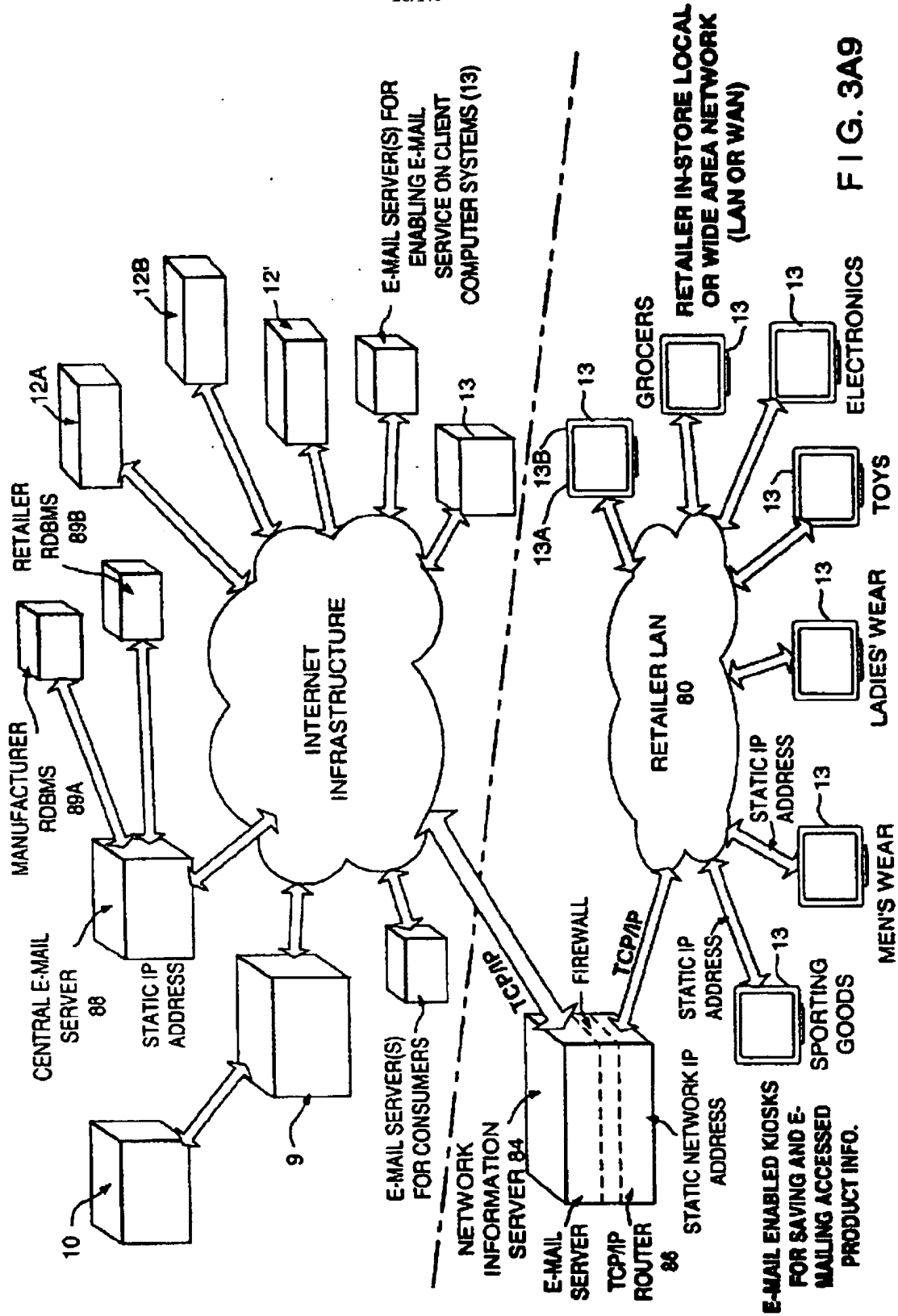


FIG. 3A9

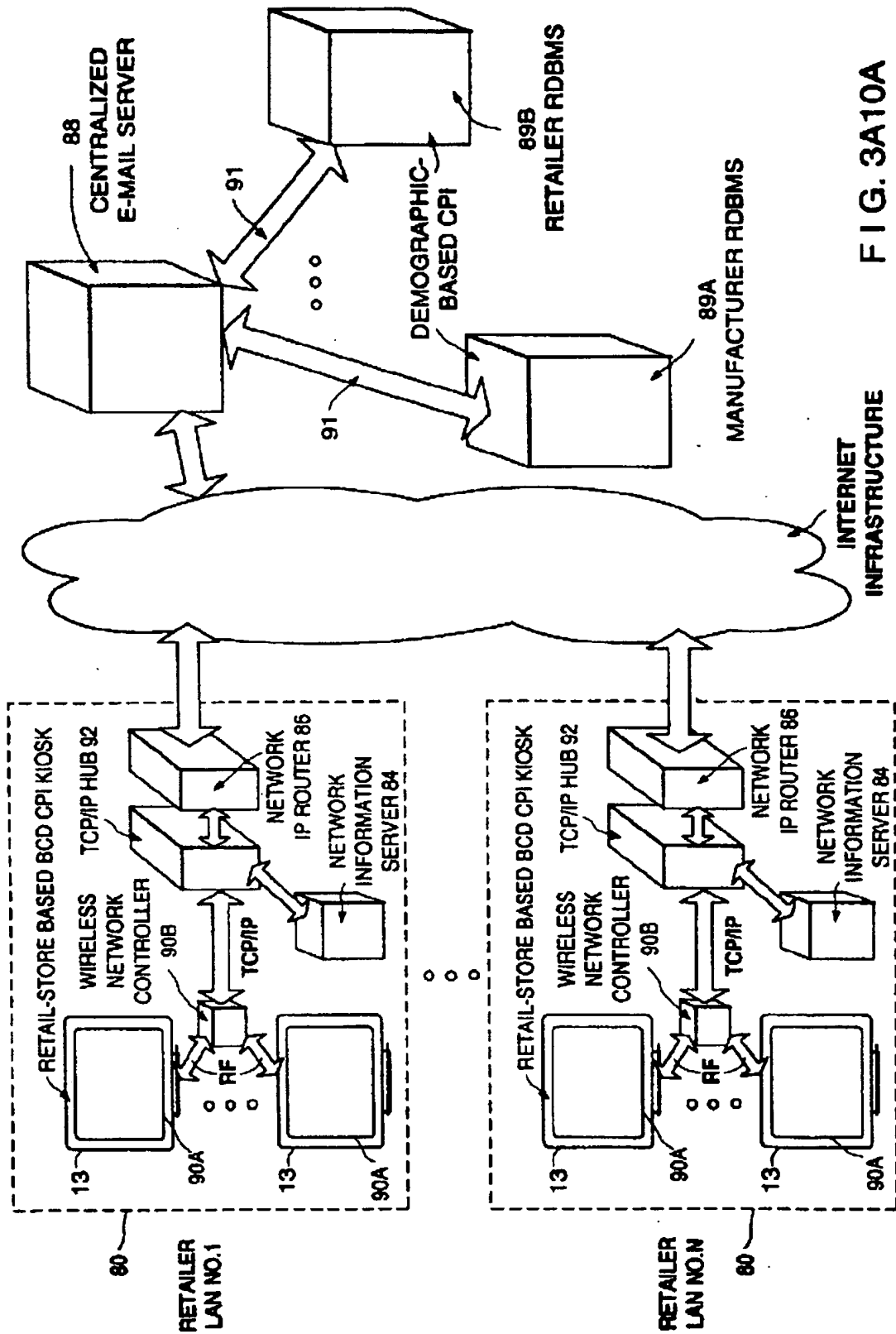
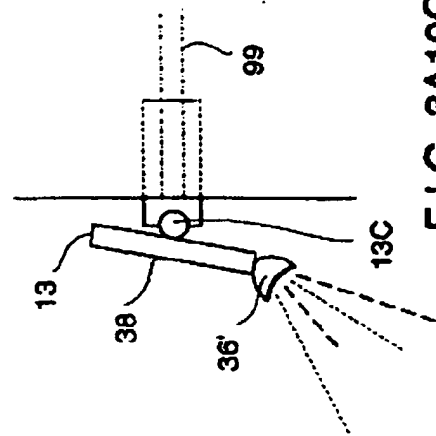
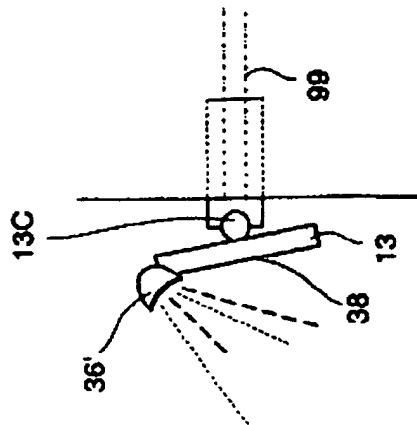
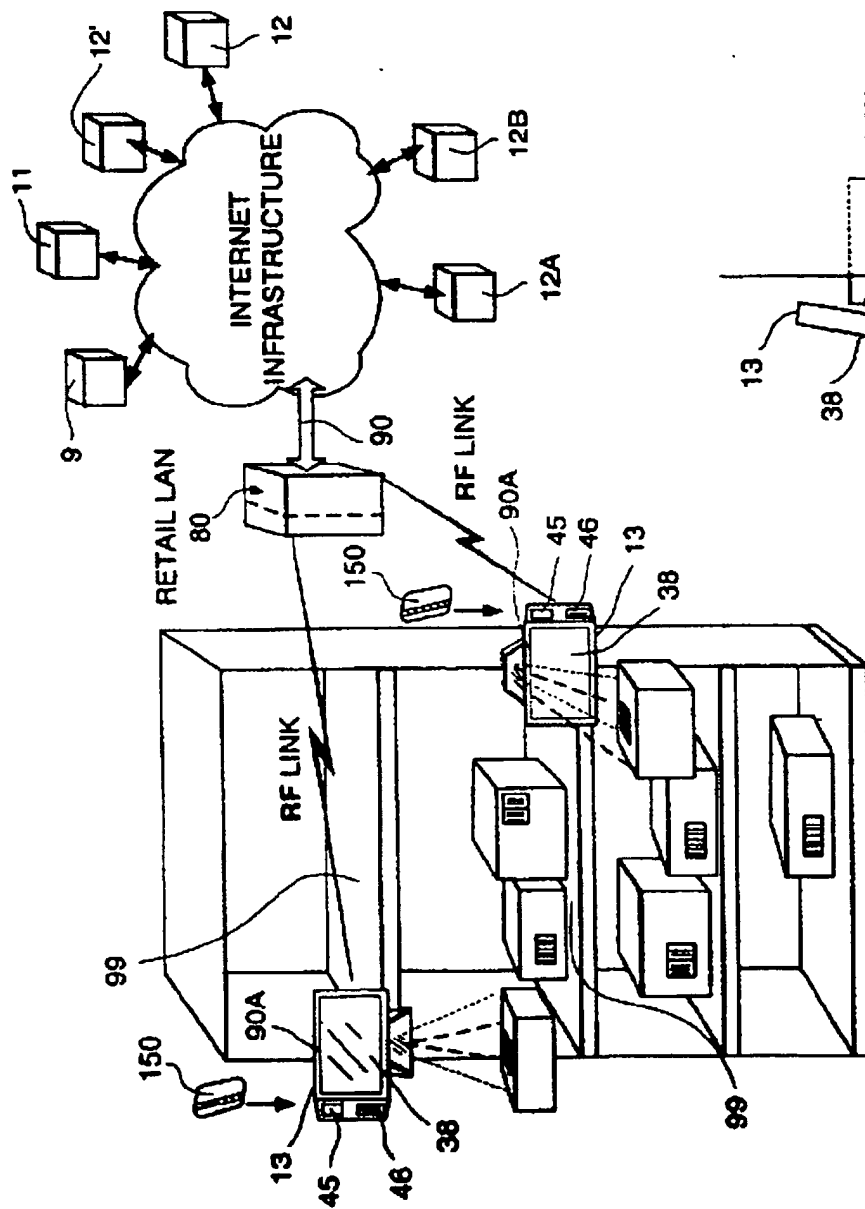


FIG. 3A10A



[illegible]

**FIG. 3A11**

[illegible]

**FIG. 3A12**

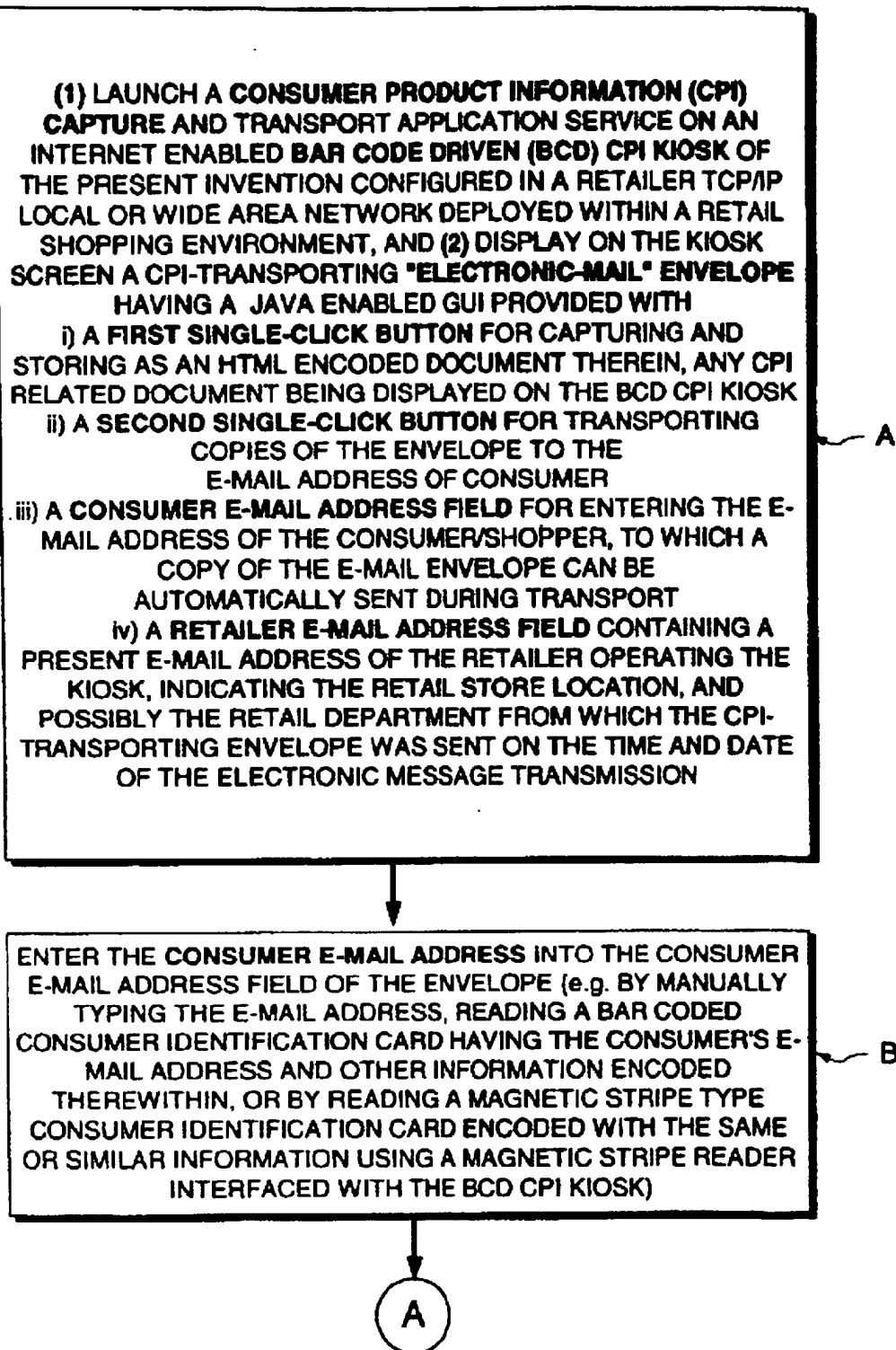


FIG. 3A13A



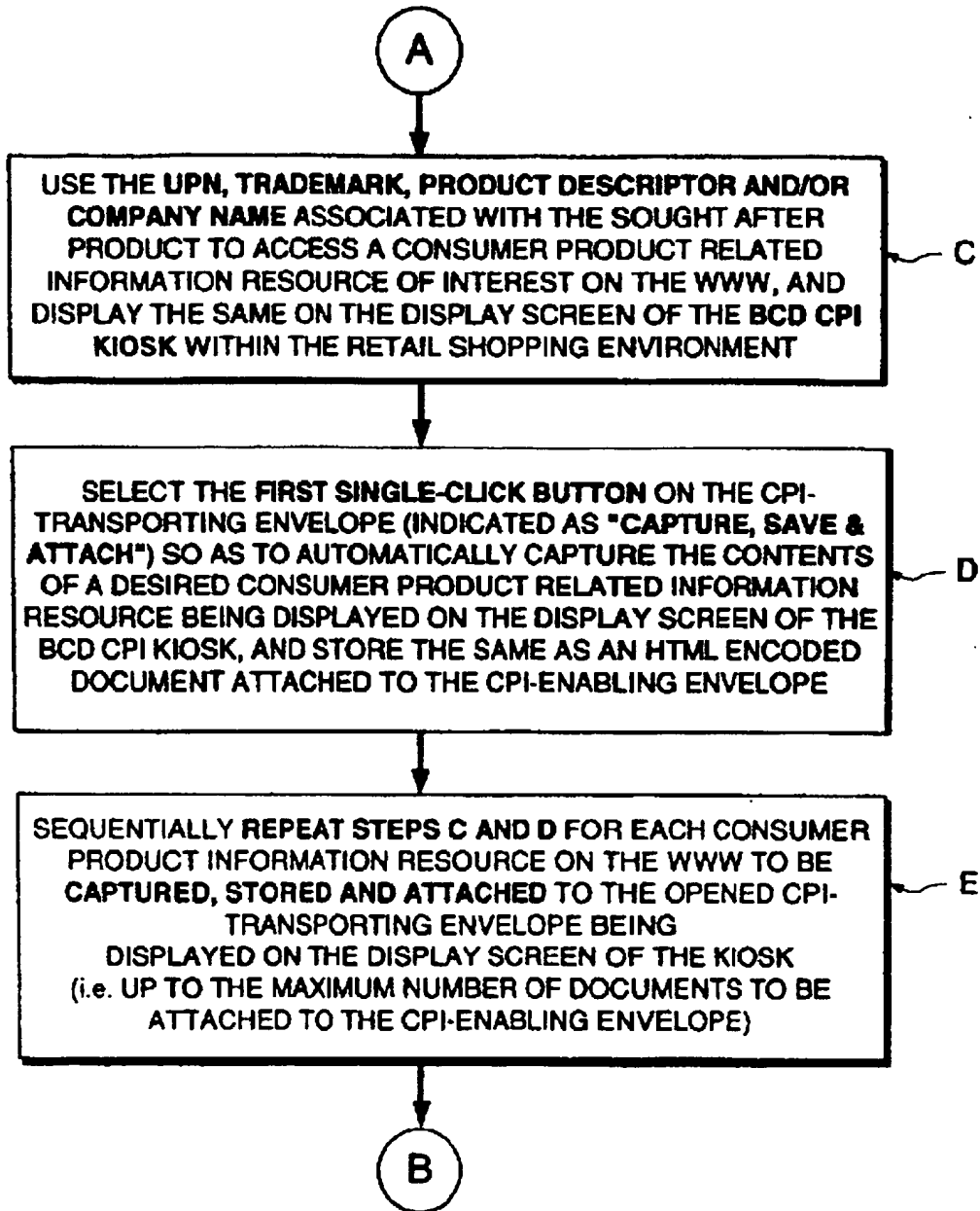


FIG. 3A13B

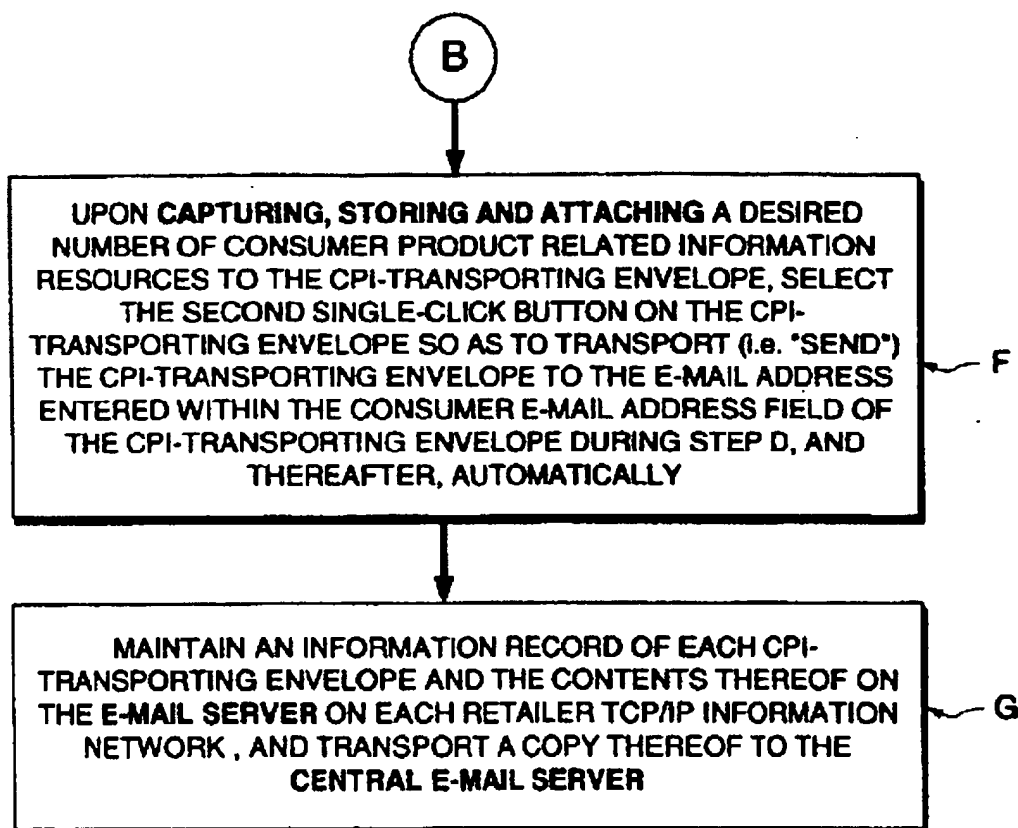


FIG. 3A13C

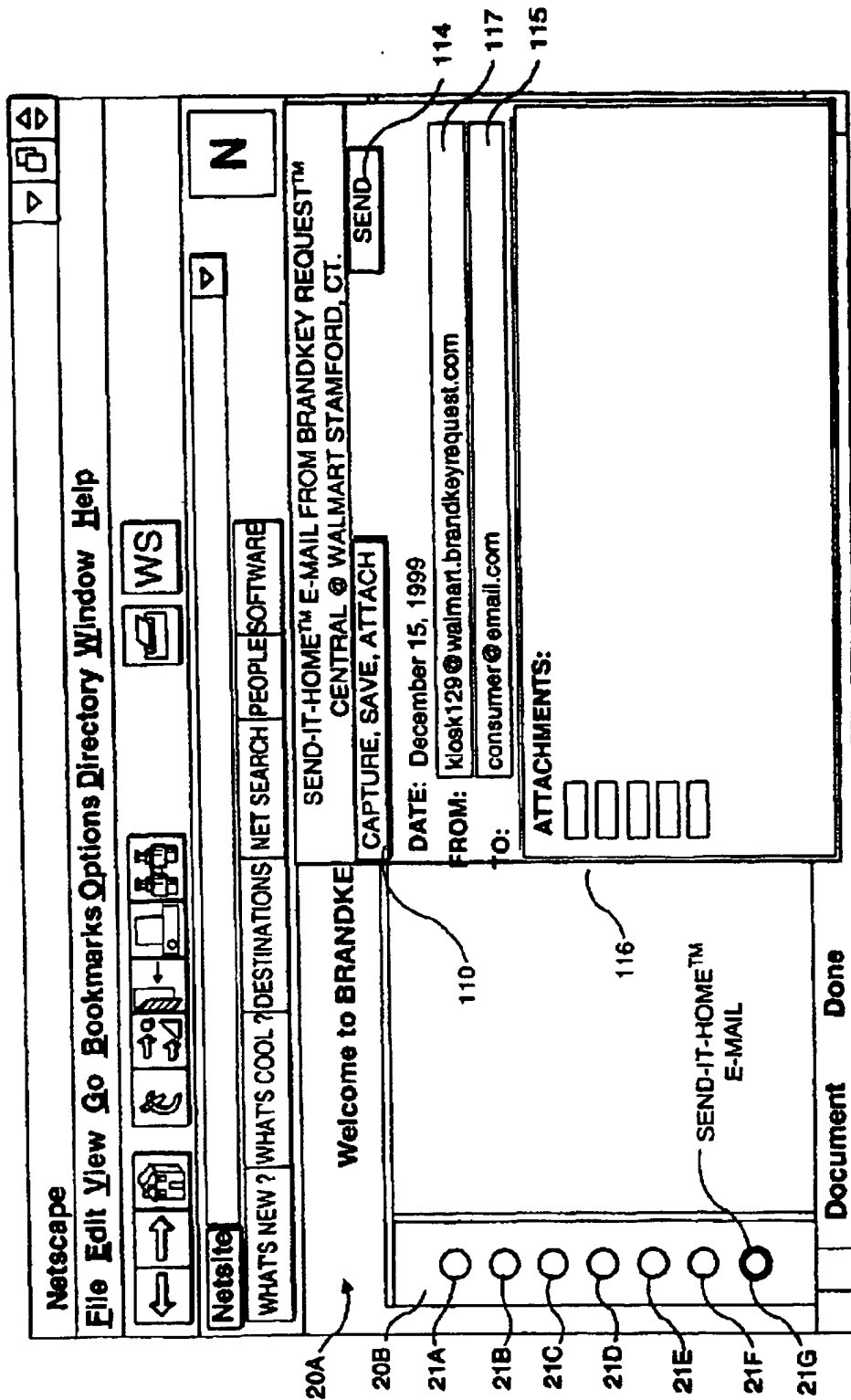


FIG. 3A14

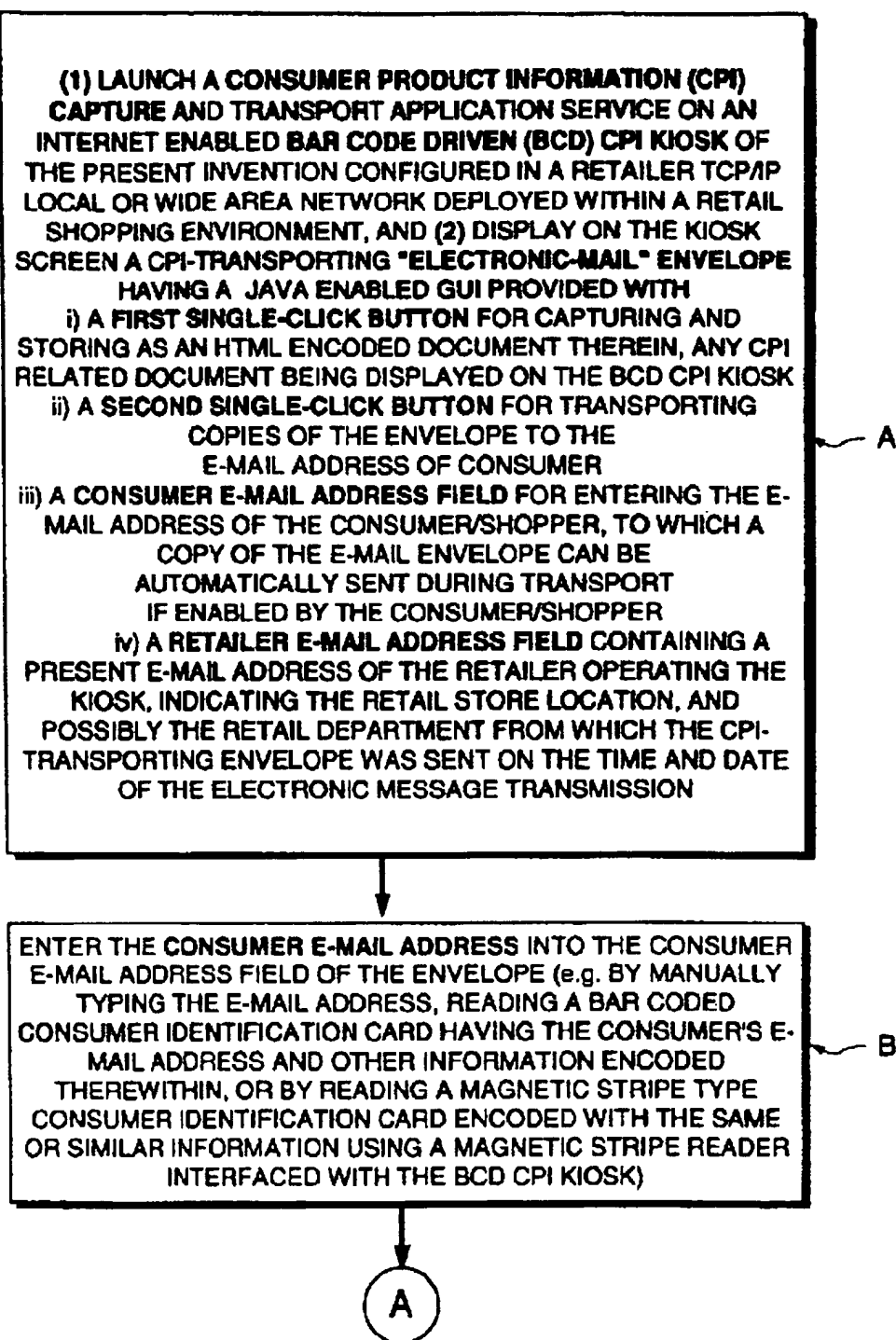


FIG. 3A15A

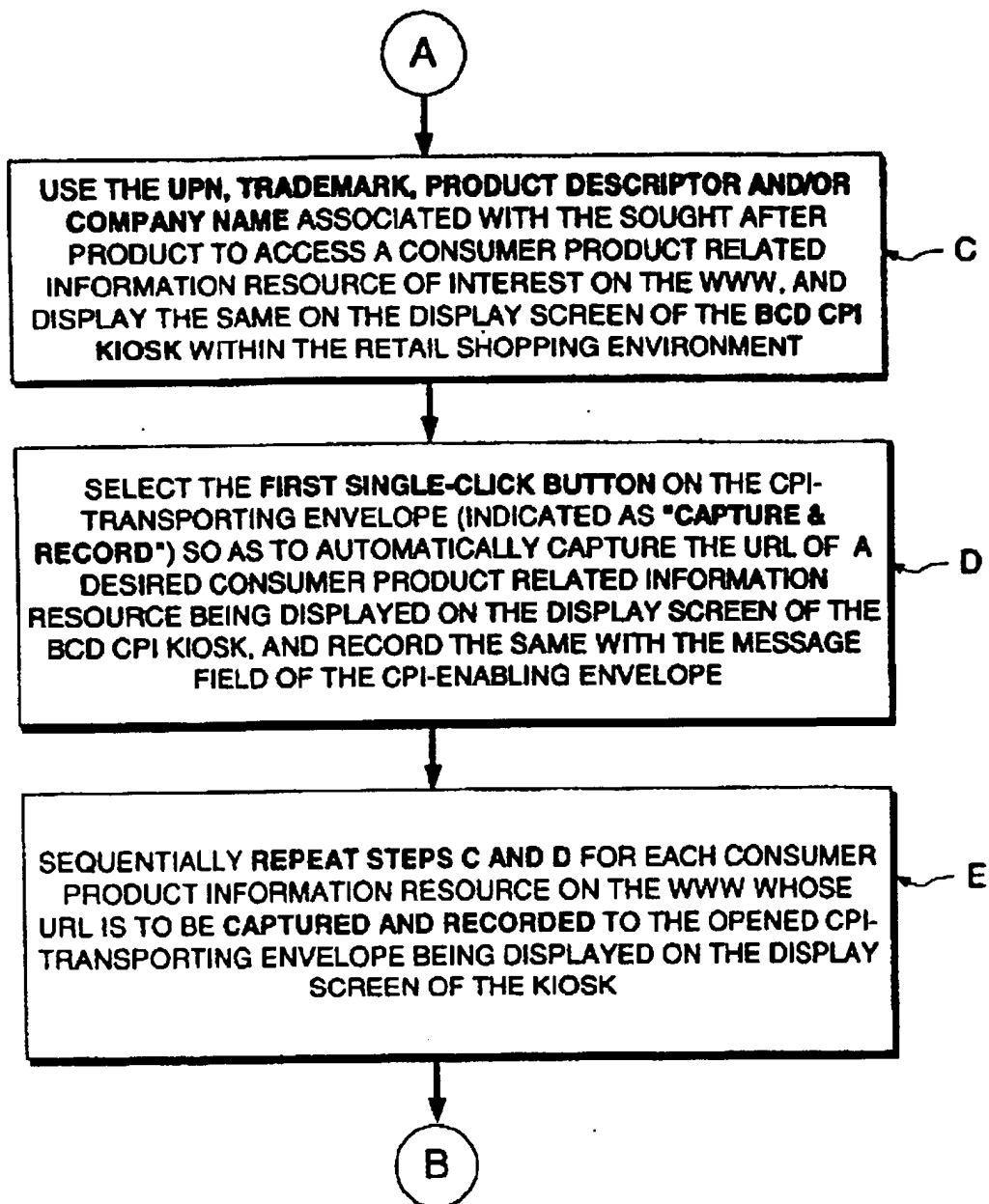


FIG. 3A15B

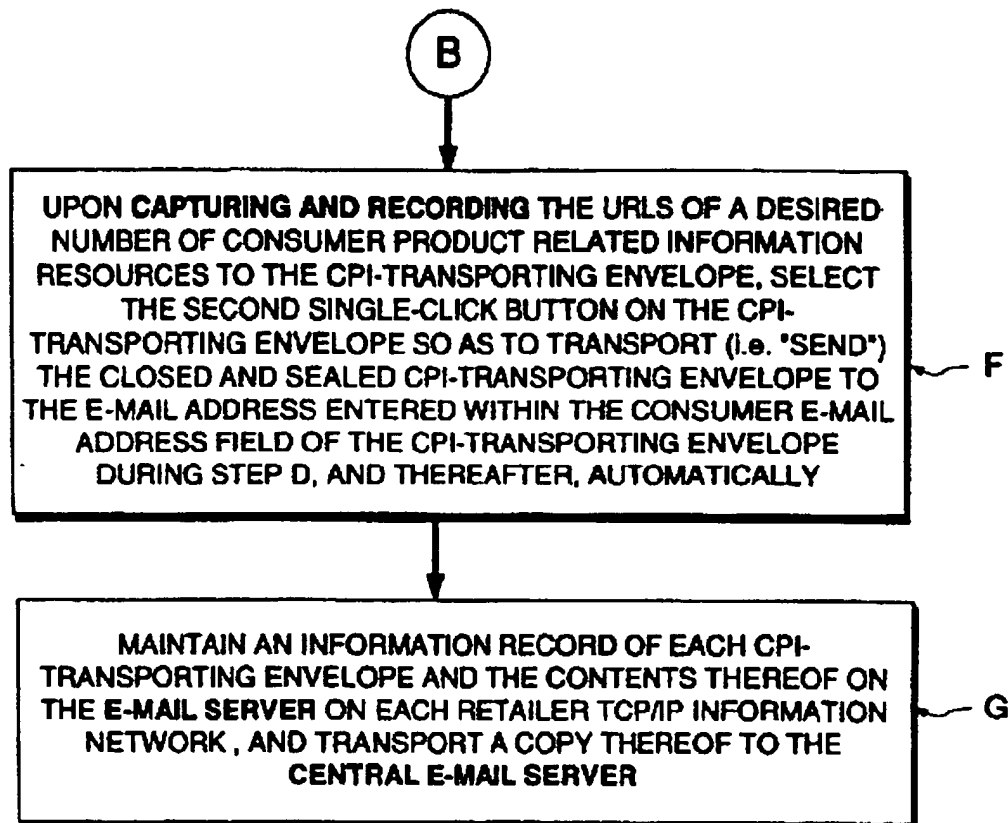


FIG. 3A15C

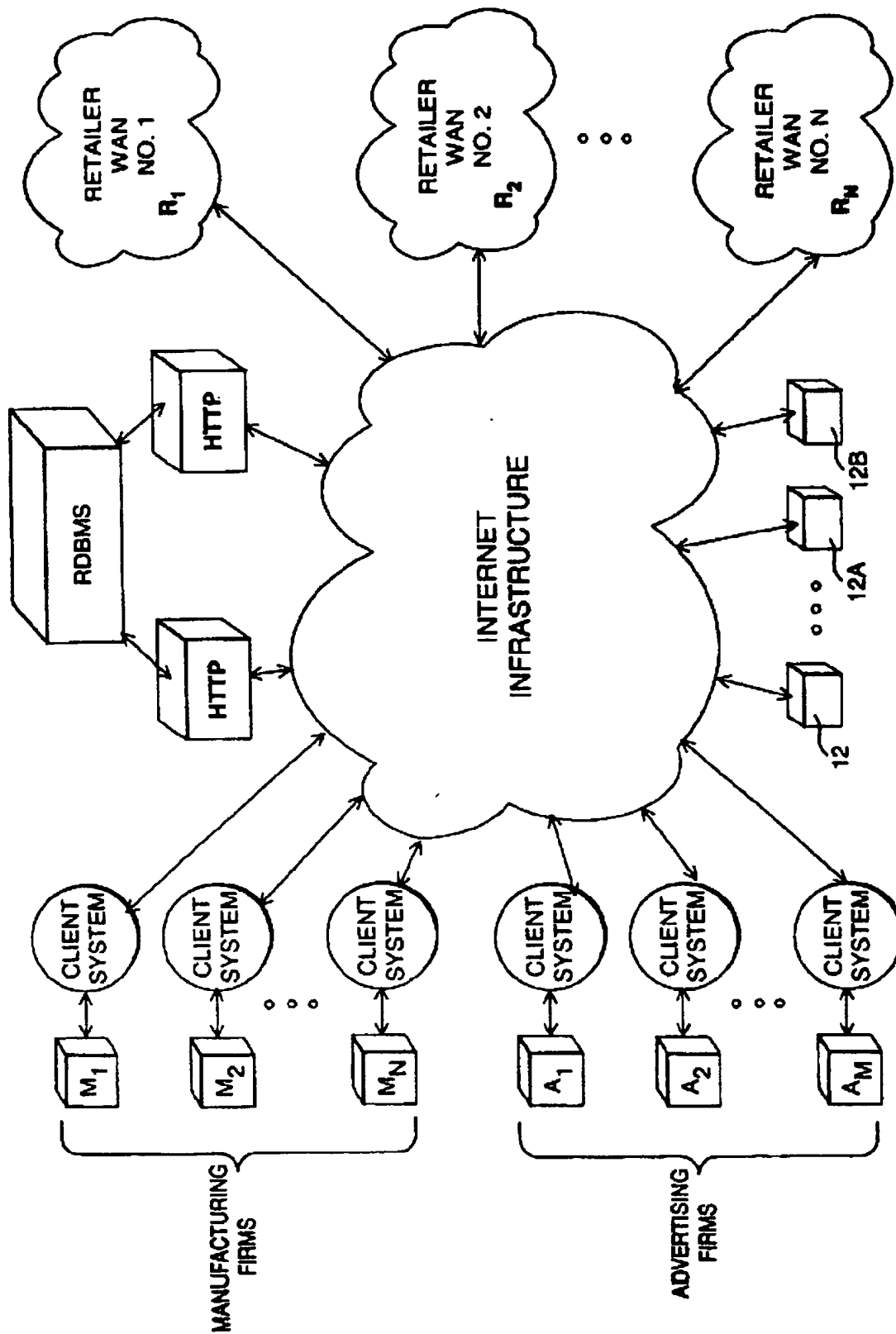
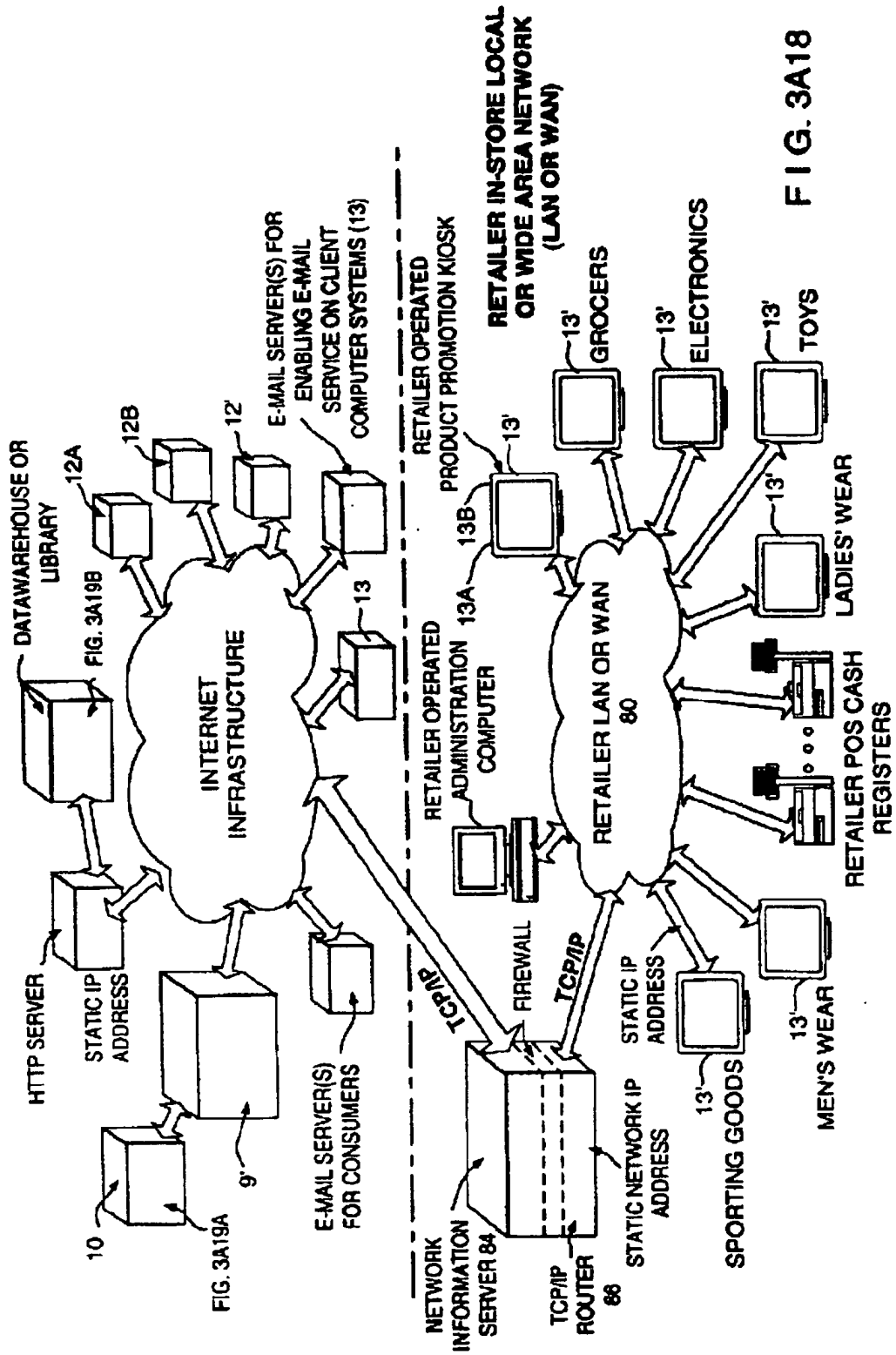


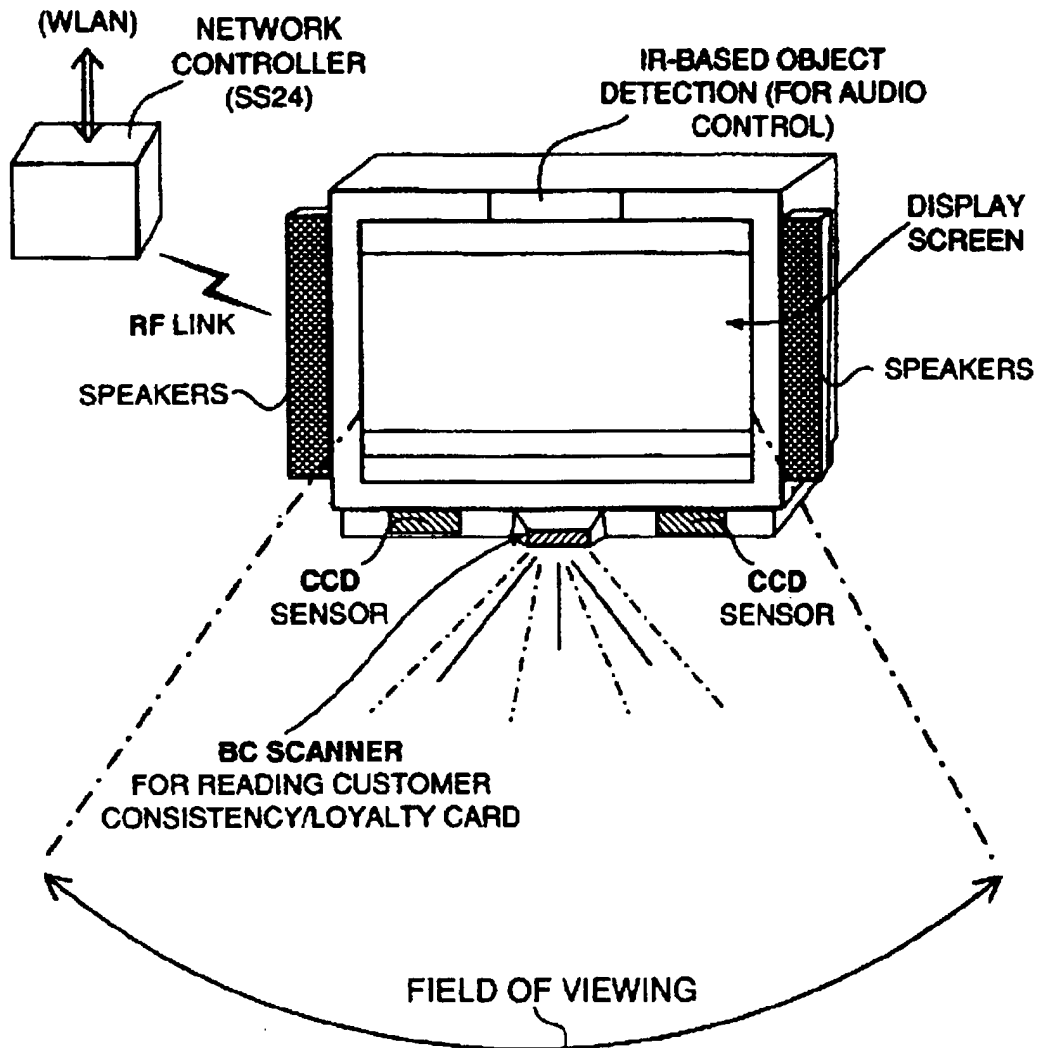
FIG. 3A17





UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	:	:	:	:	:	:	:

FIG. 3A19A

**FEATURES:**

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

**FIG. 3A19C**

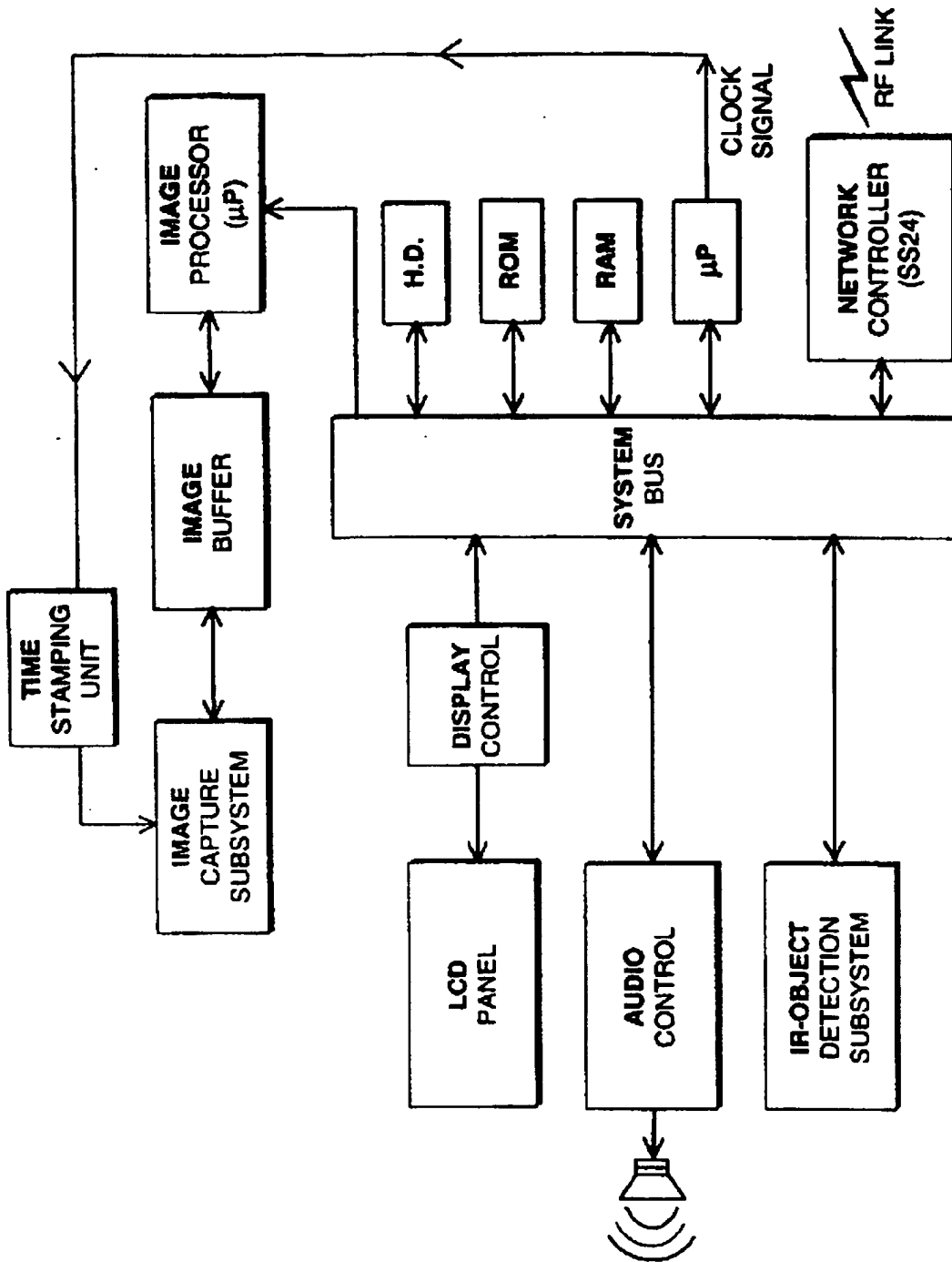


FIG. 3A19D

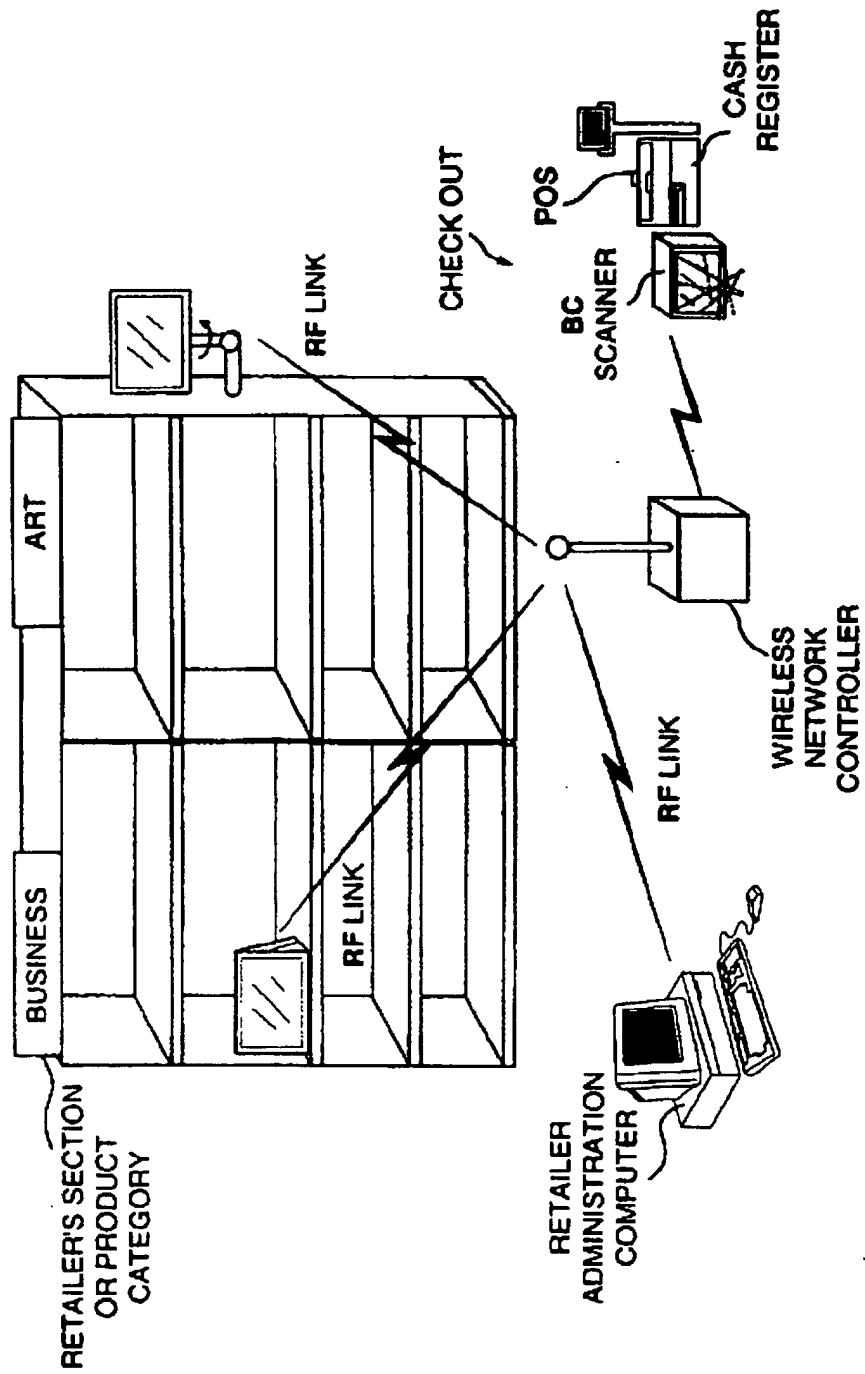


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A

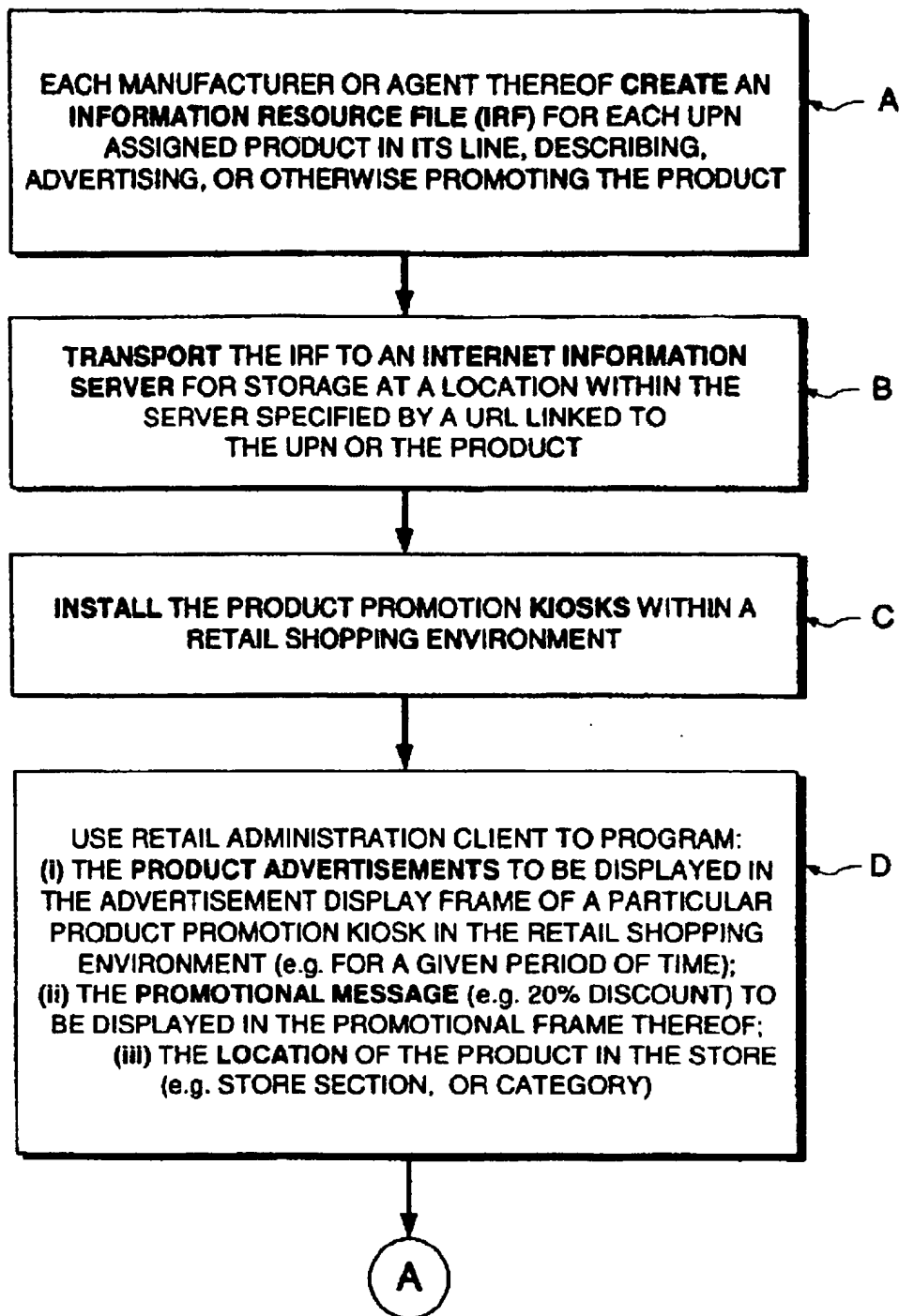


FIG. 3A22A

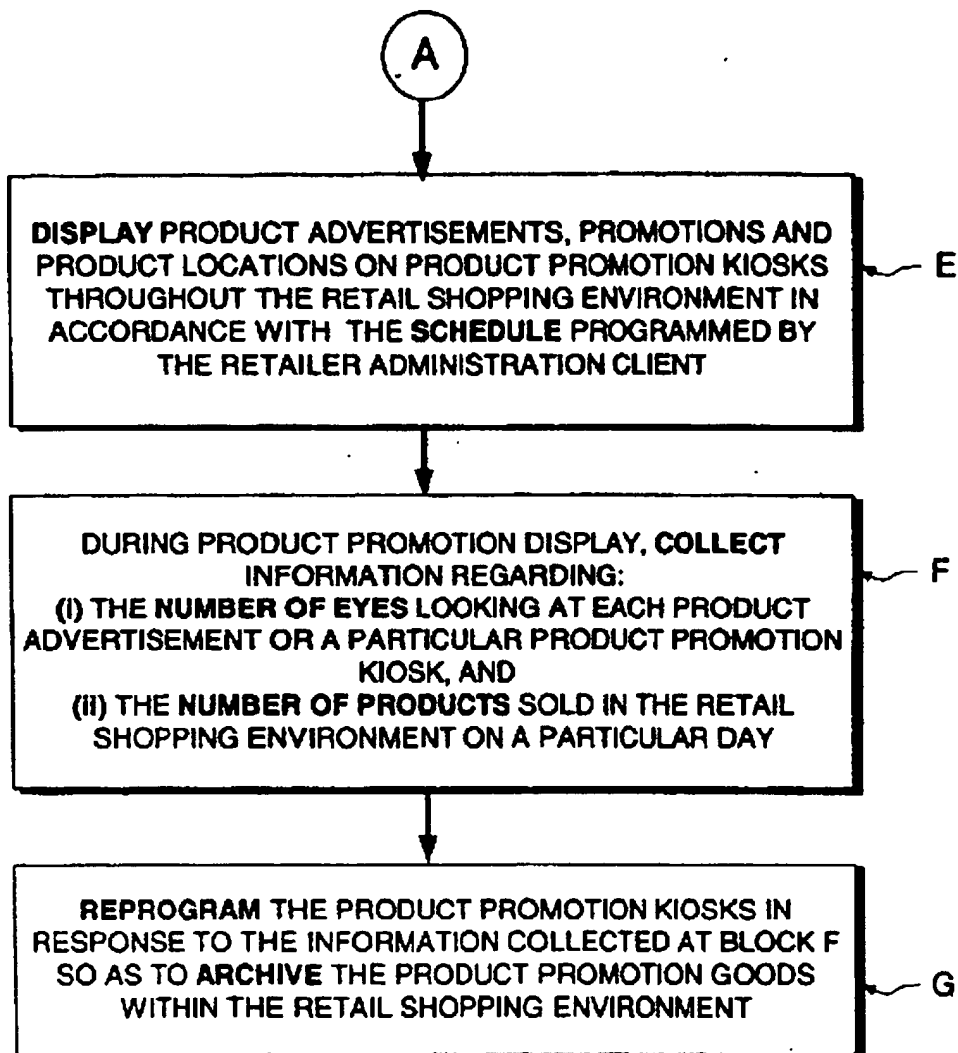


FIG. 3A22B

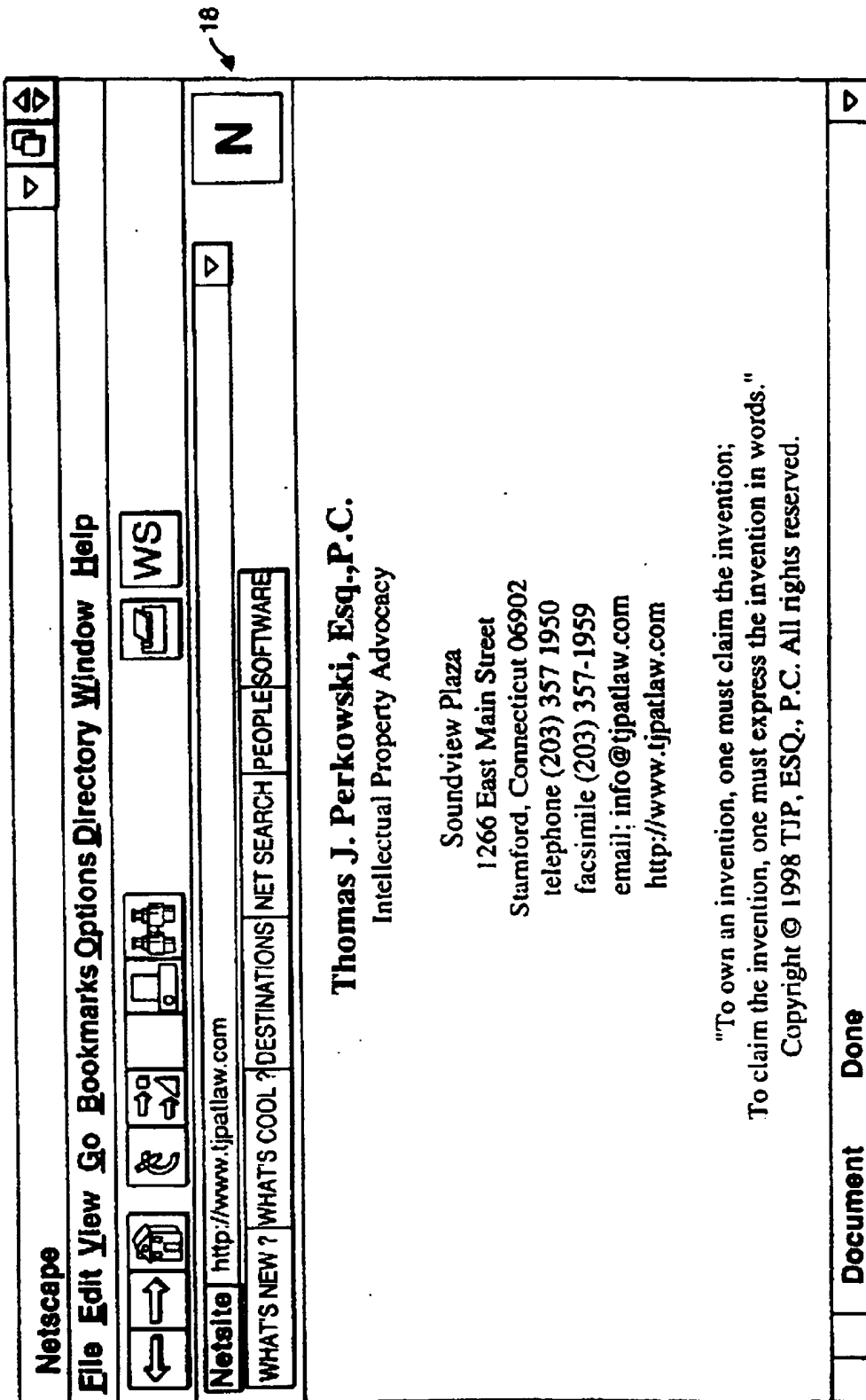




UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

FIG. 3A24

REPORT



**FIG. 3B**

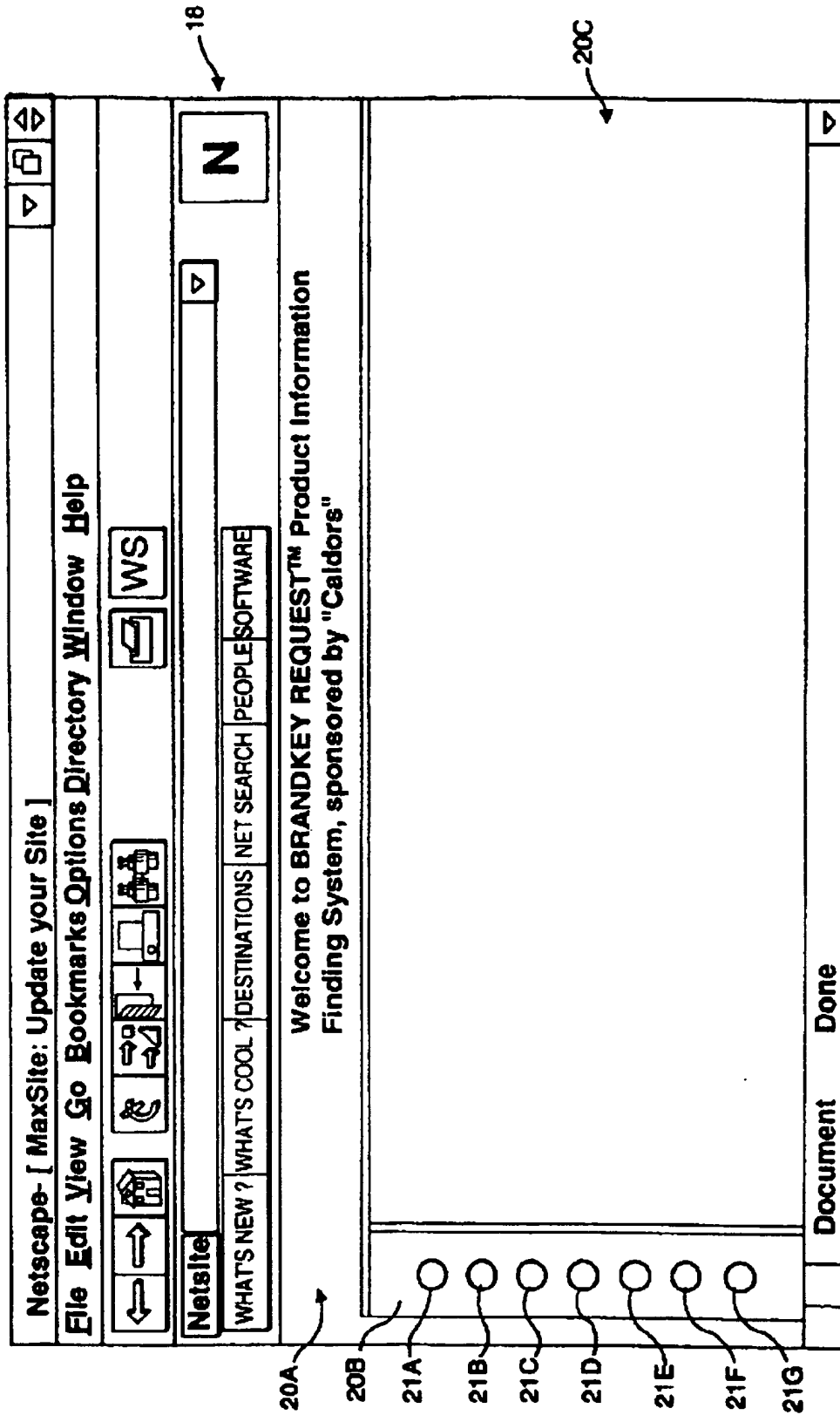


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-Mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.loo.h.com/pc	CREST			
3/12547/88404/ 0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/17643/ 4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/2724251057/ 9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:

FIG. 4A2

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

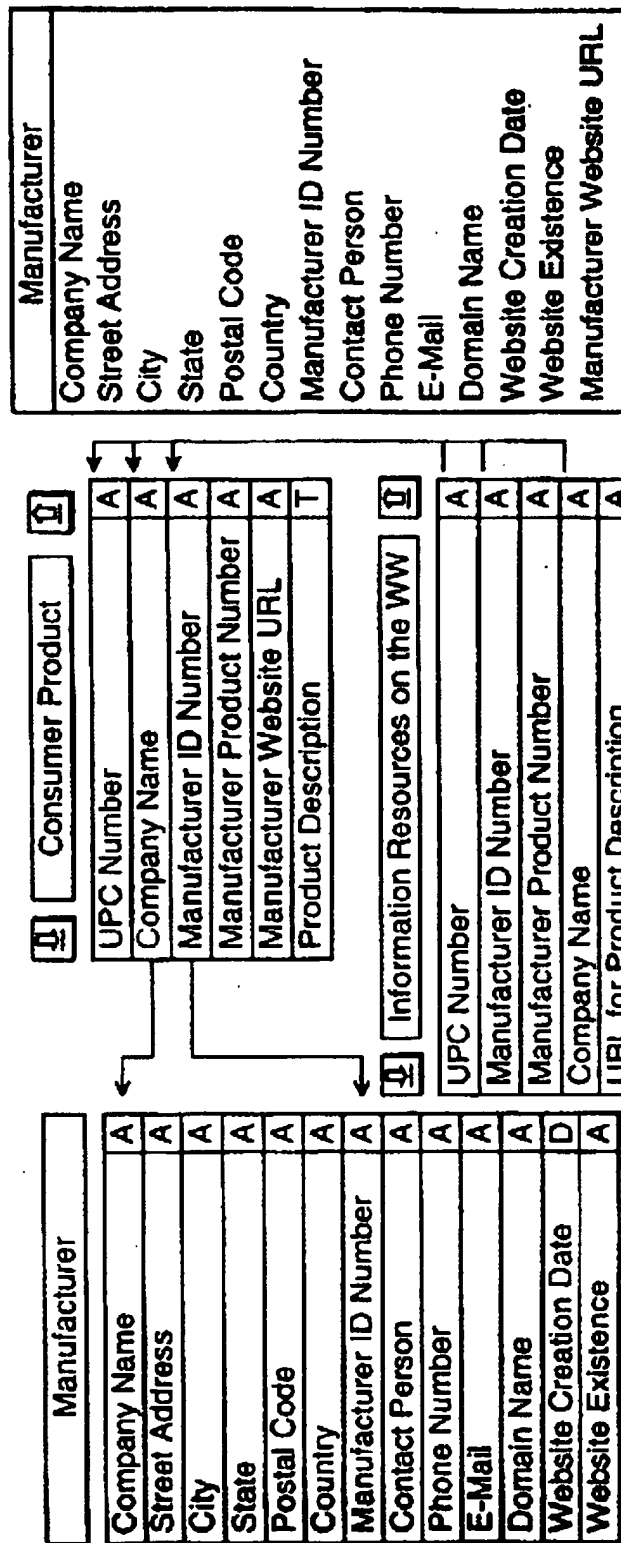


FIG. 4C

FIG. 4C1

Info. Resources on WWW	
UPC Number	
Manufacturer ID Number	
Manufacturer Product Number	
Company Name	
URL For Product Description	
URL For Product Manual	
URL For Warranty Service	
URL For WWW Advertisement	
URL For WWW Advertisement	
URL For WWW Advertisement	
URL For Product Wholesaler	
URL For Product Wholesaler	
URL For Product Wholesaler	
URL For Product Retailer No.1	
URL For Product Retailer No.2	
URL For Product Retailer No.3	
URL For Direct Product Purchase	
URL For Complementary Product	
URL For Complementary Product	
URL For Complementary Product	
URL For Company Annual Report	
URL For Company Stock Purchase	

FIG. 4C3

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2



RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

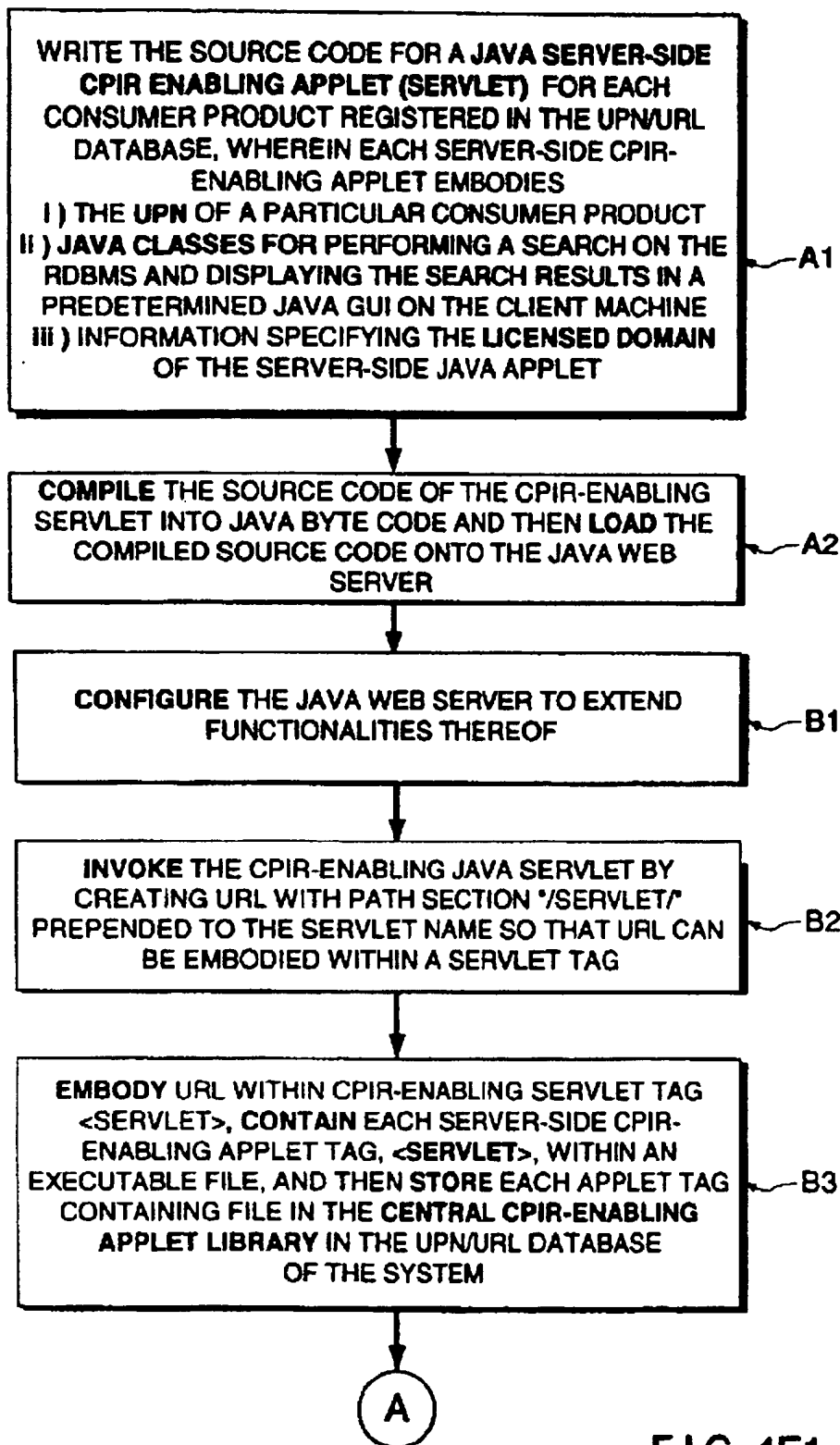


FIG. 4E1

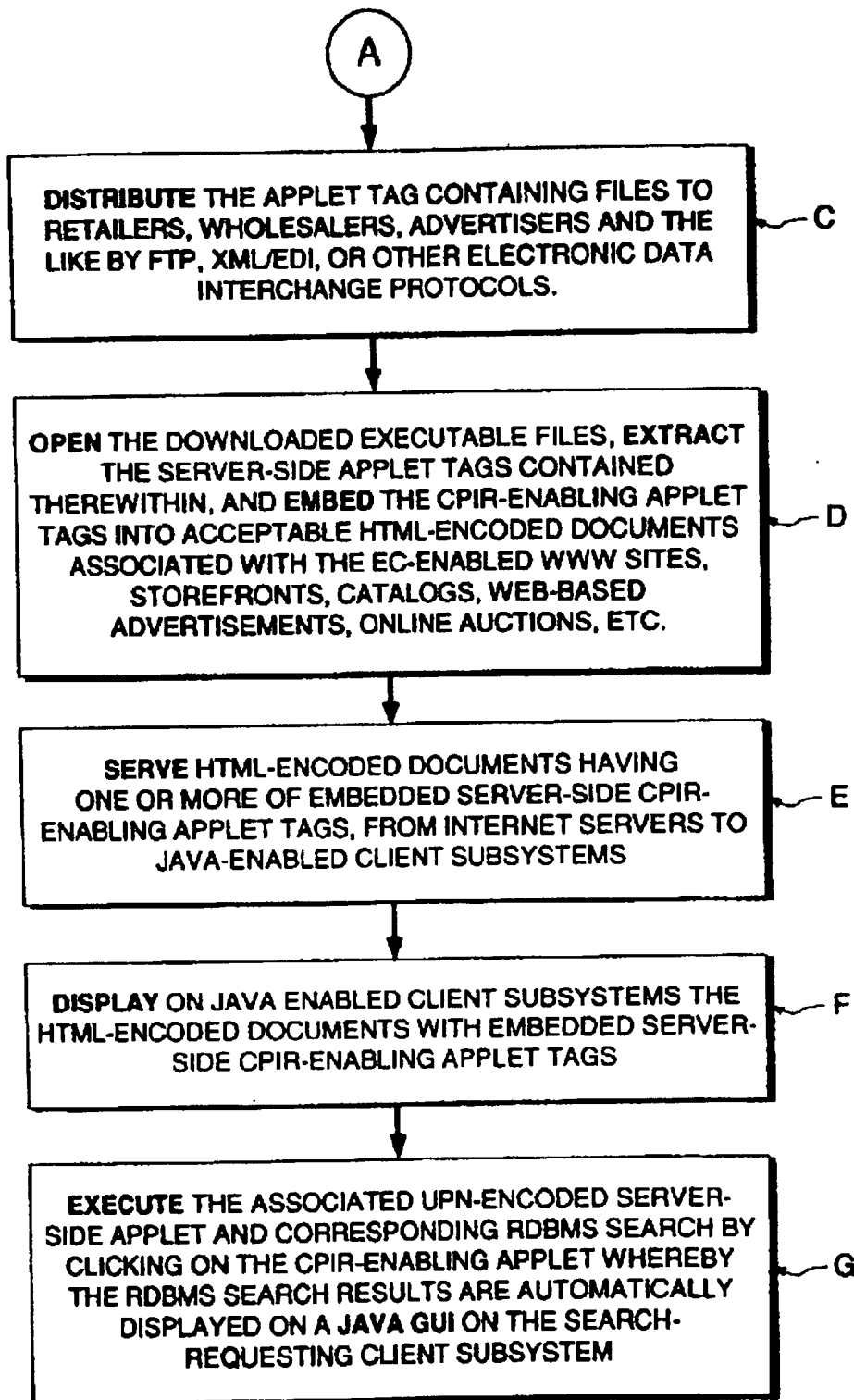


FIG. 4E2

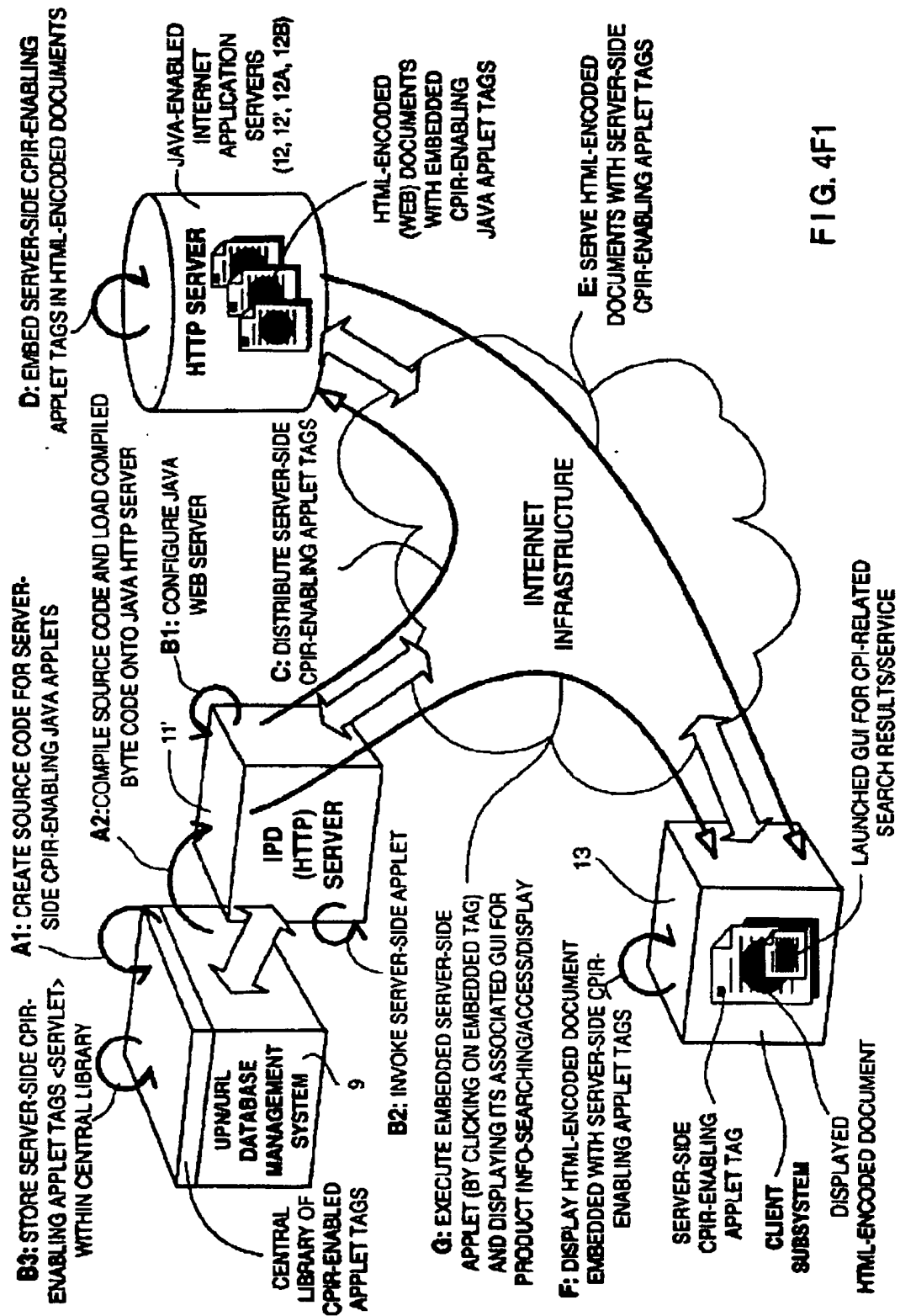


FIG. 4F1

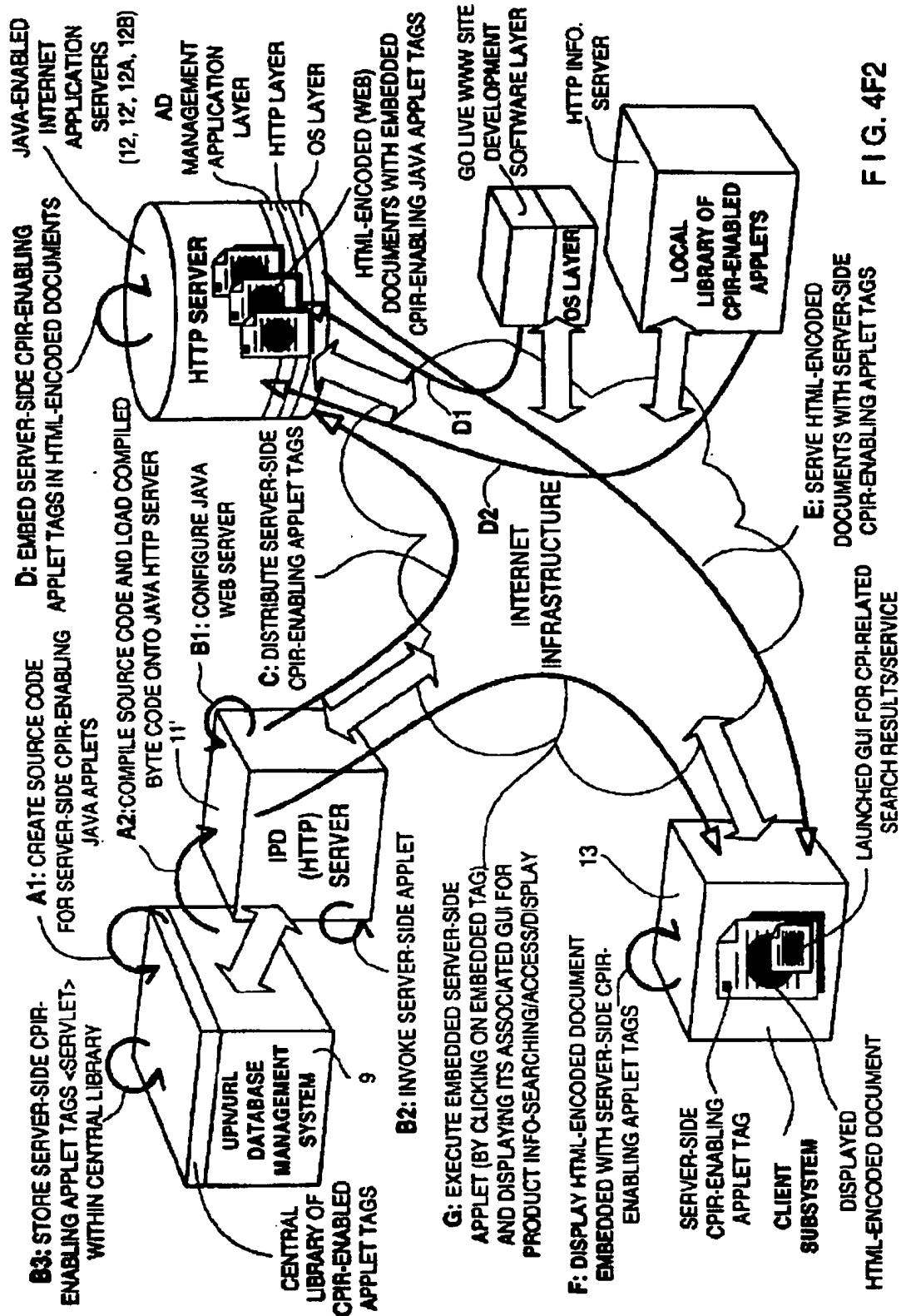


FIG. 4F2

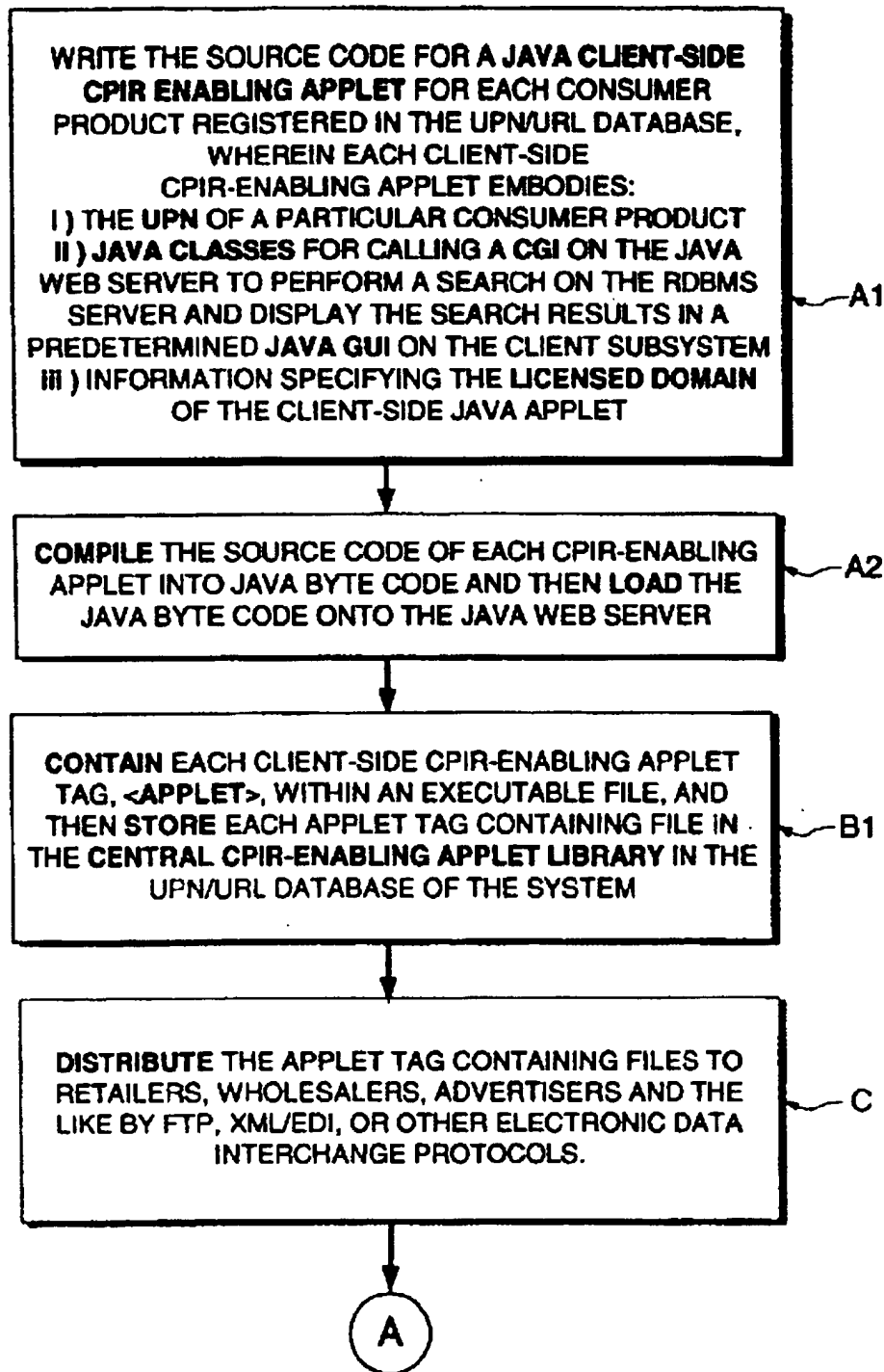


FIG. 4G1

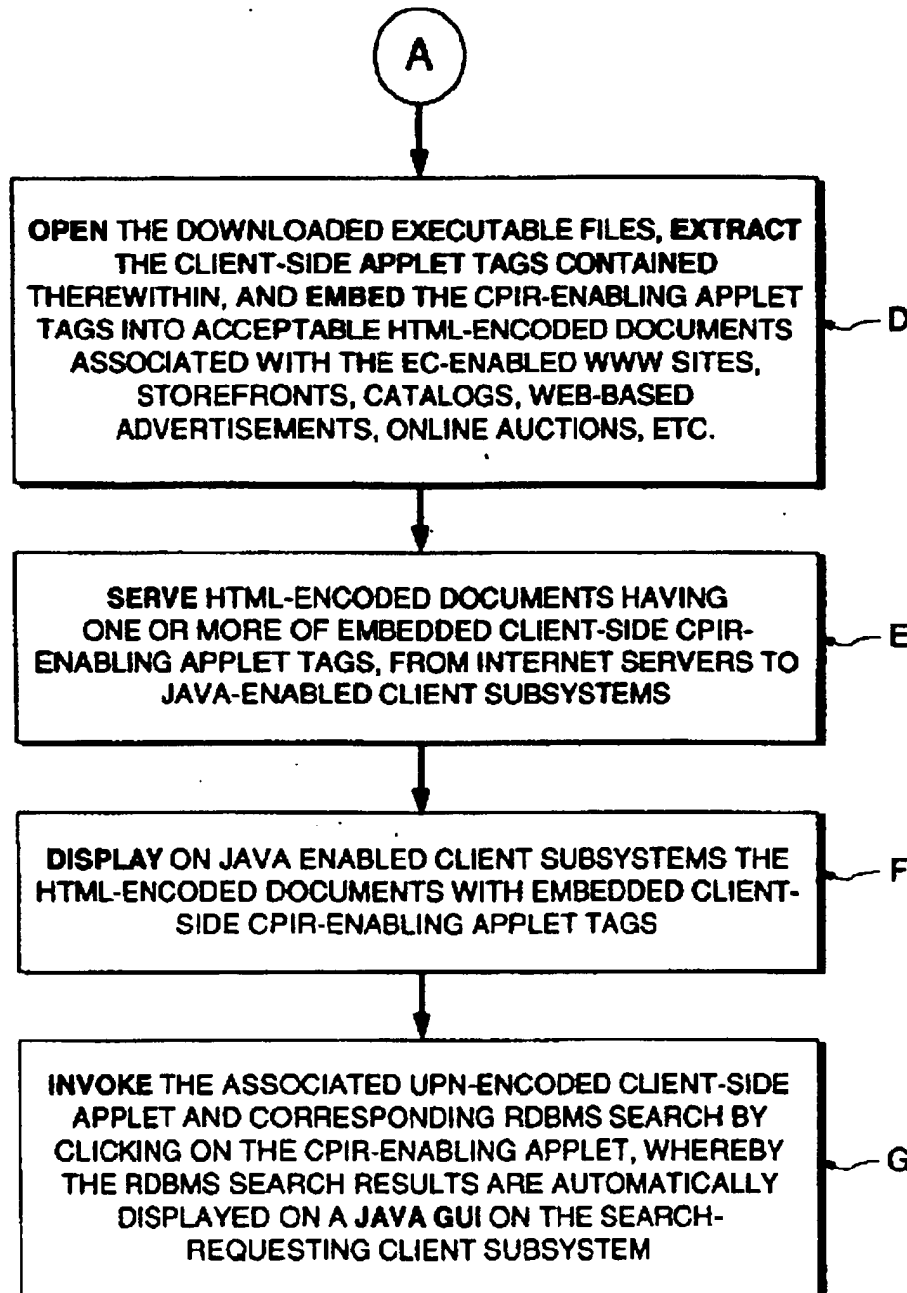


FIG. 4G2

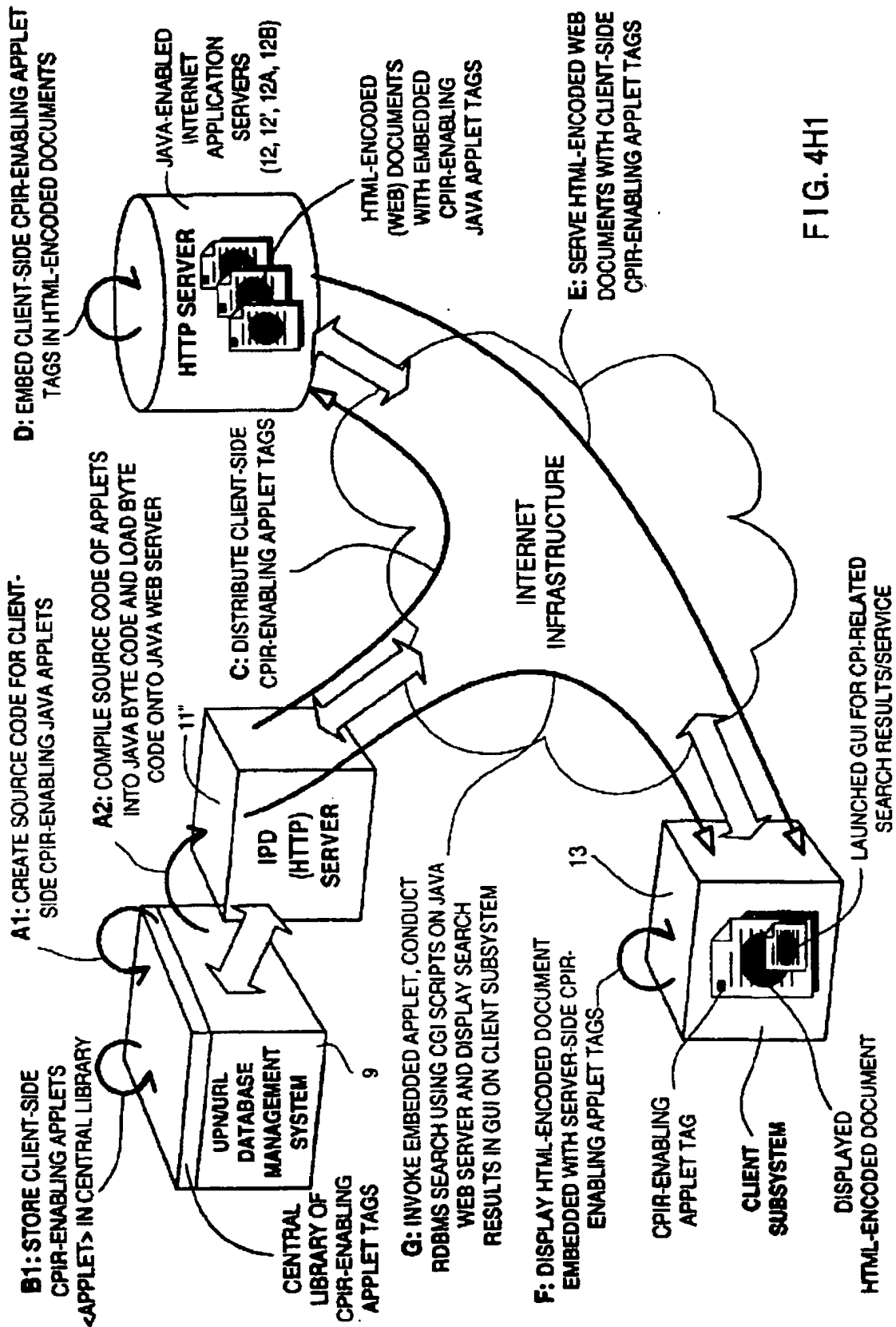


FIG. 4H1



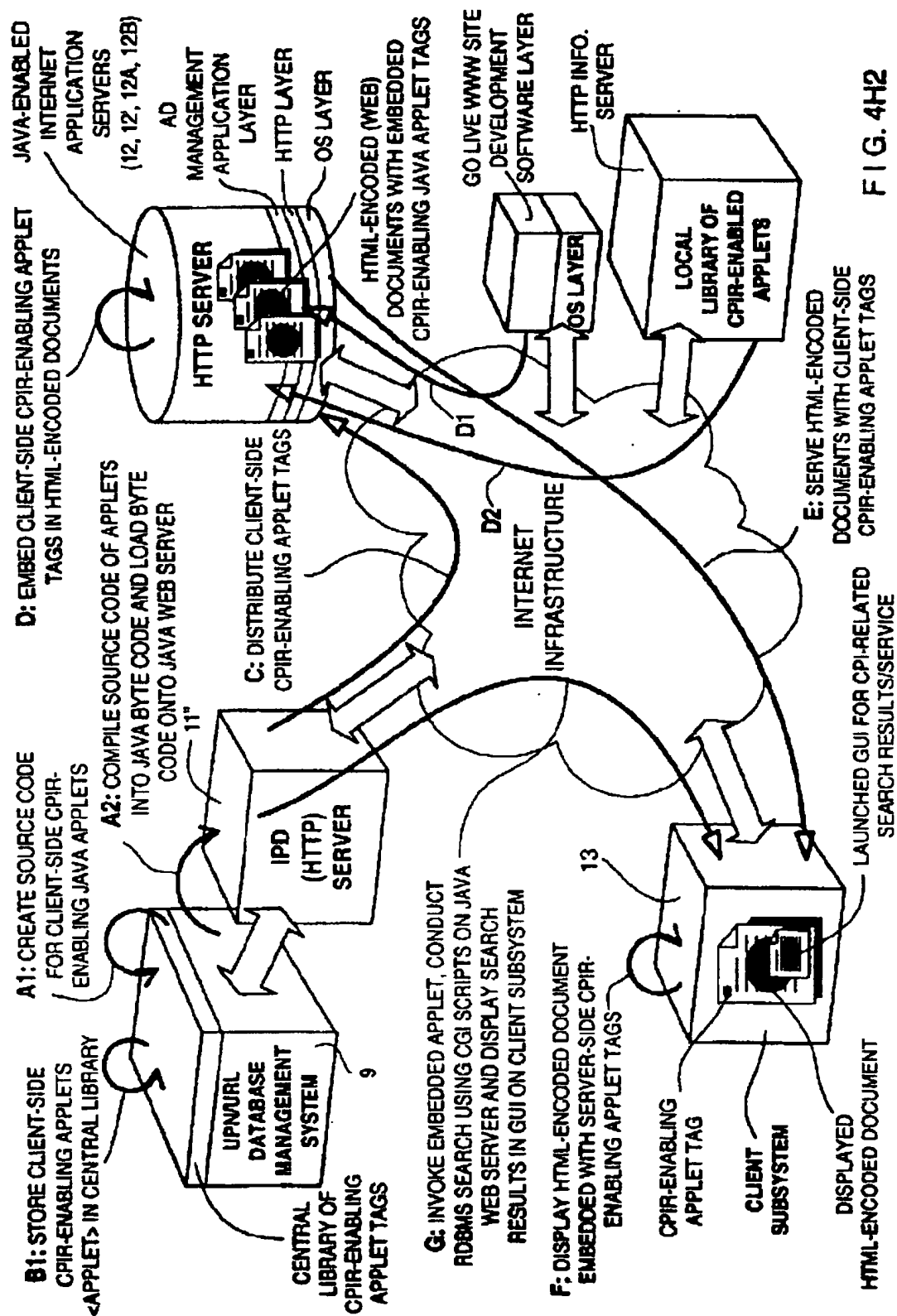


FIG. 4H2

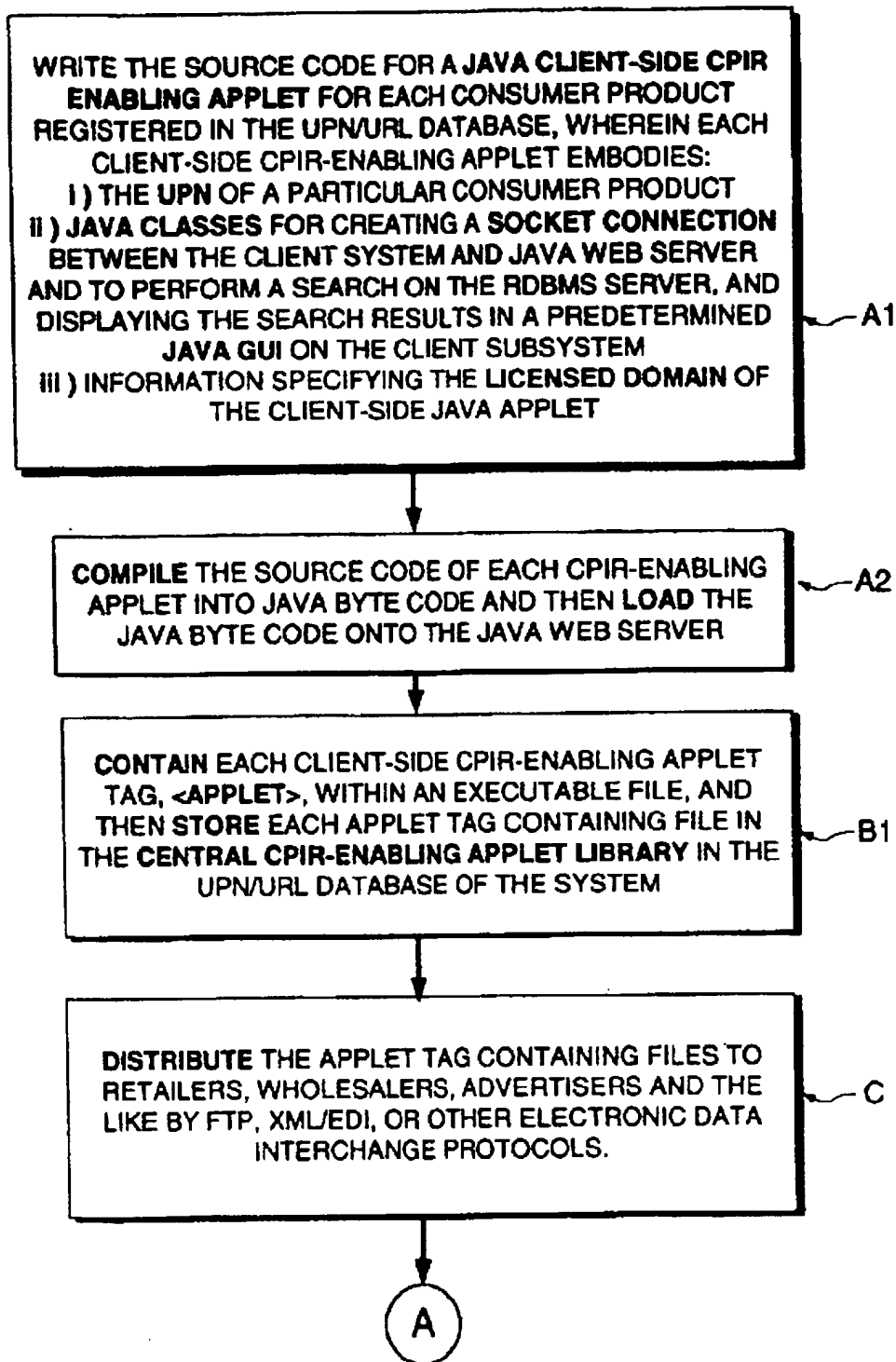


FIG. 411

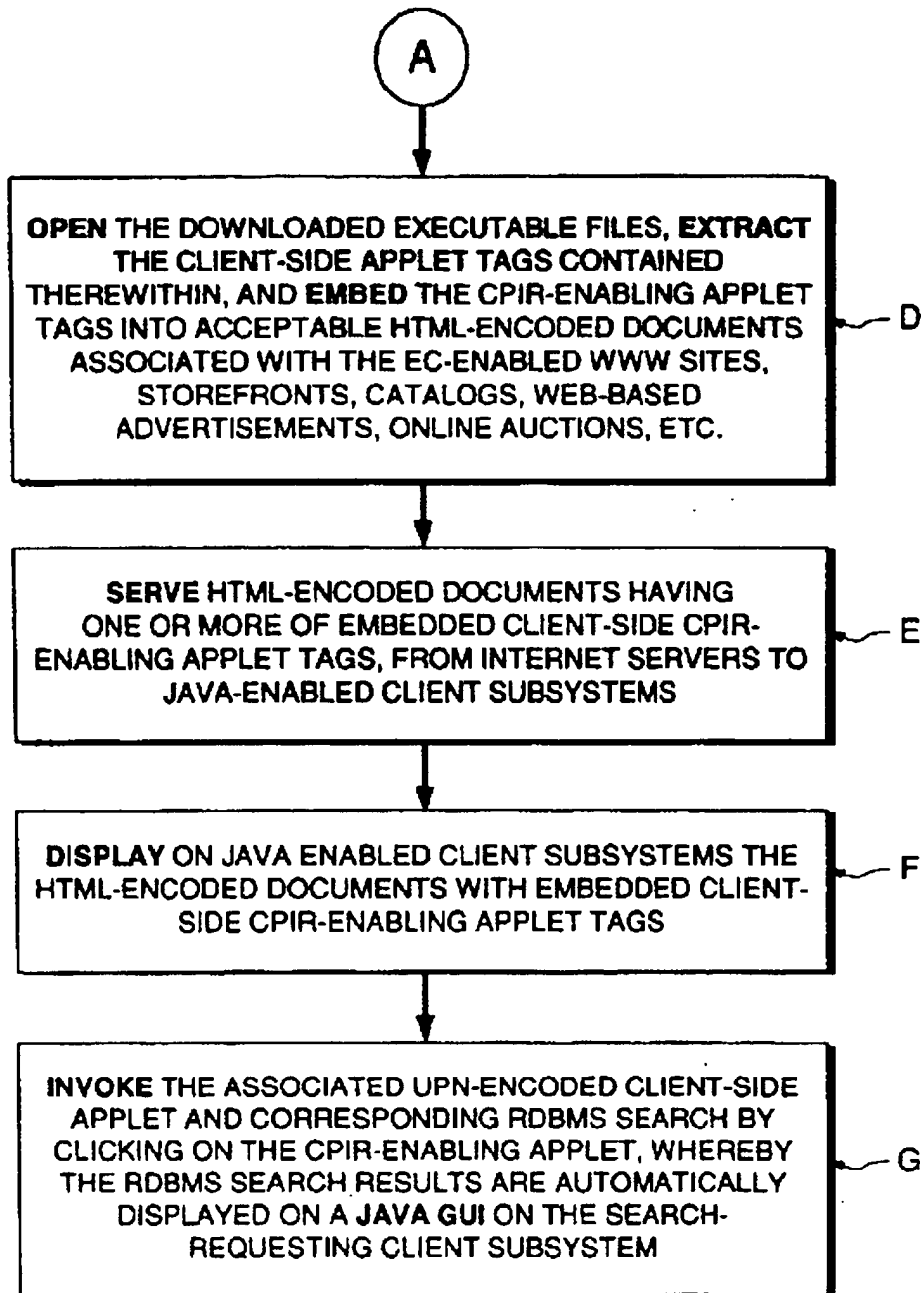


FIG. 412

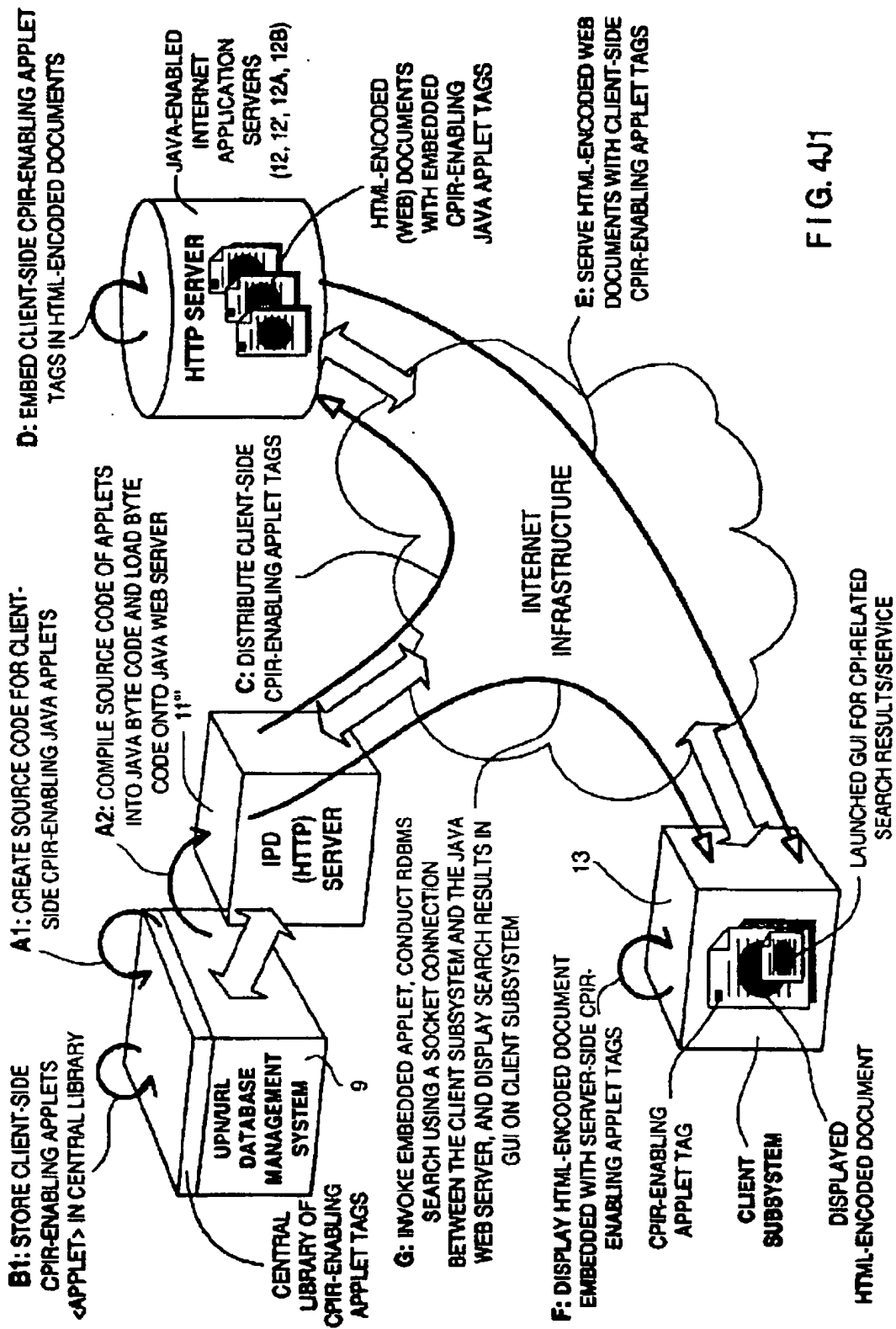


FIG. 4J1

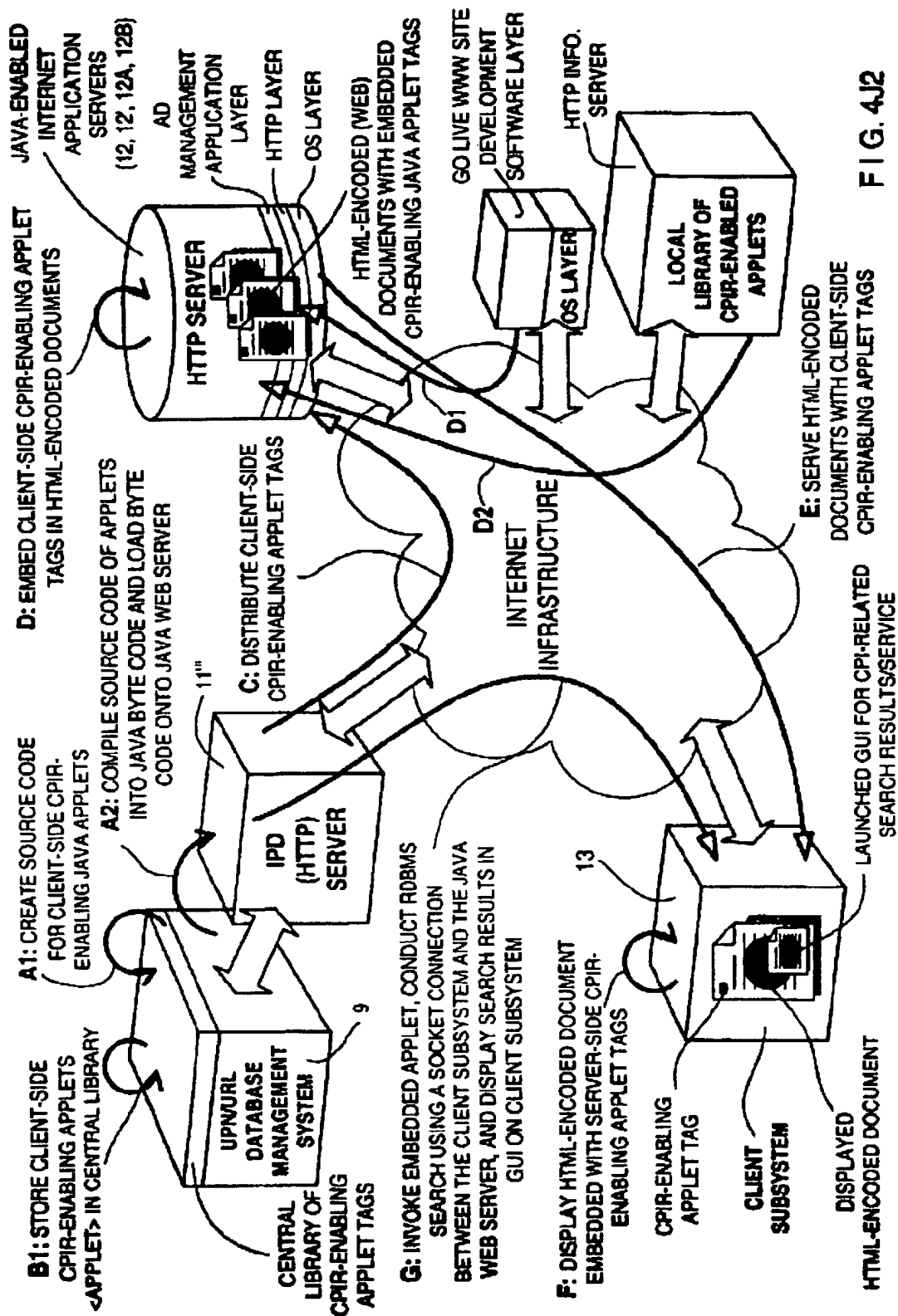


FIG. 4J2

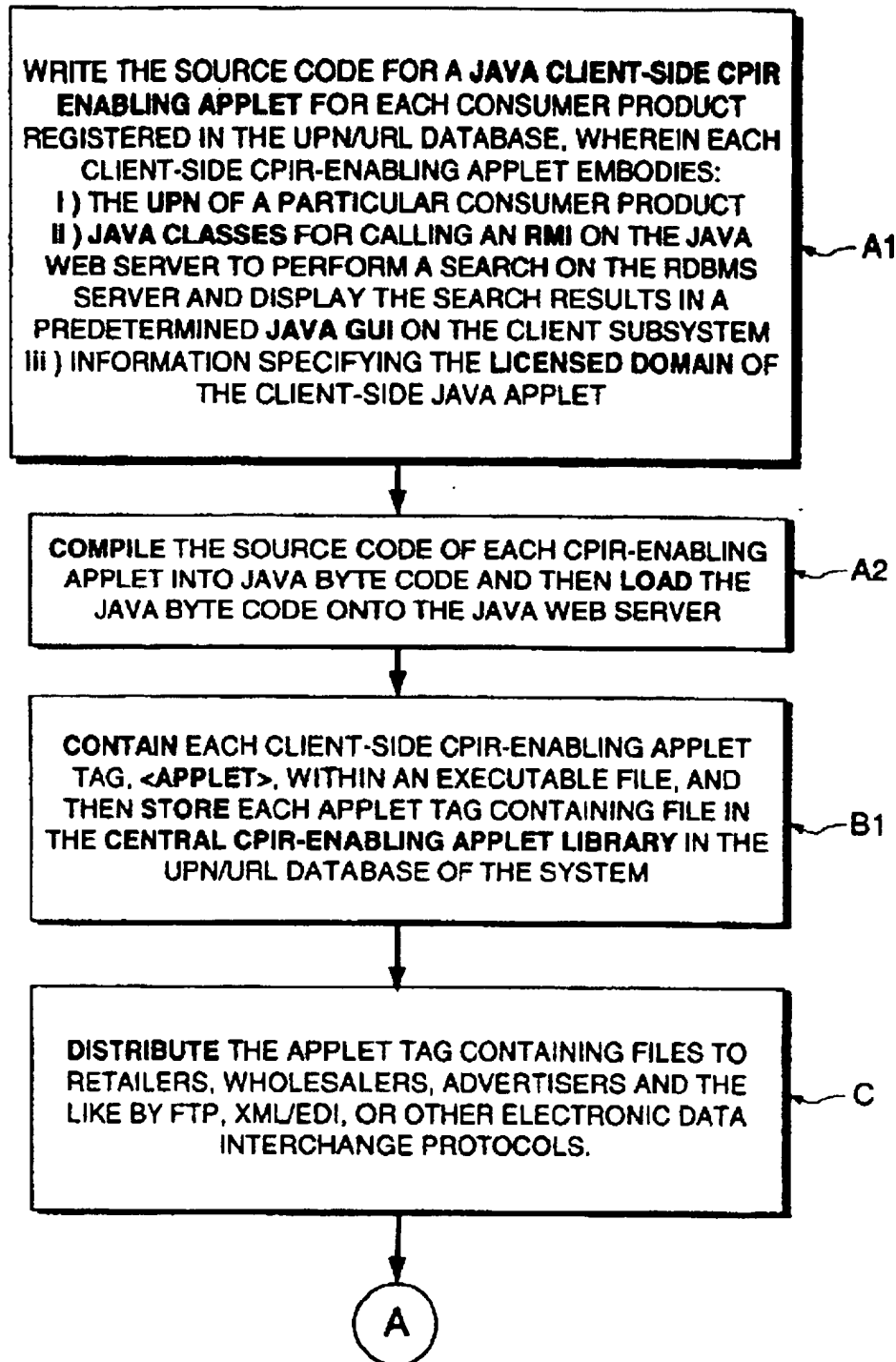


FIG. 4K1

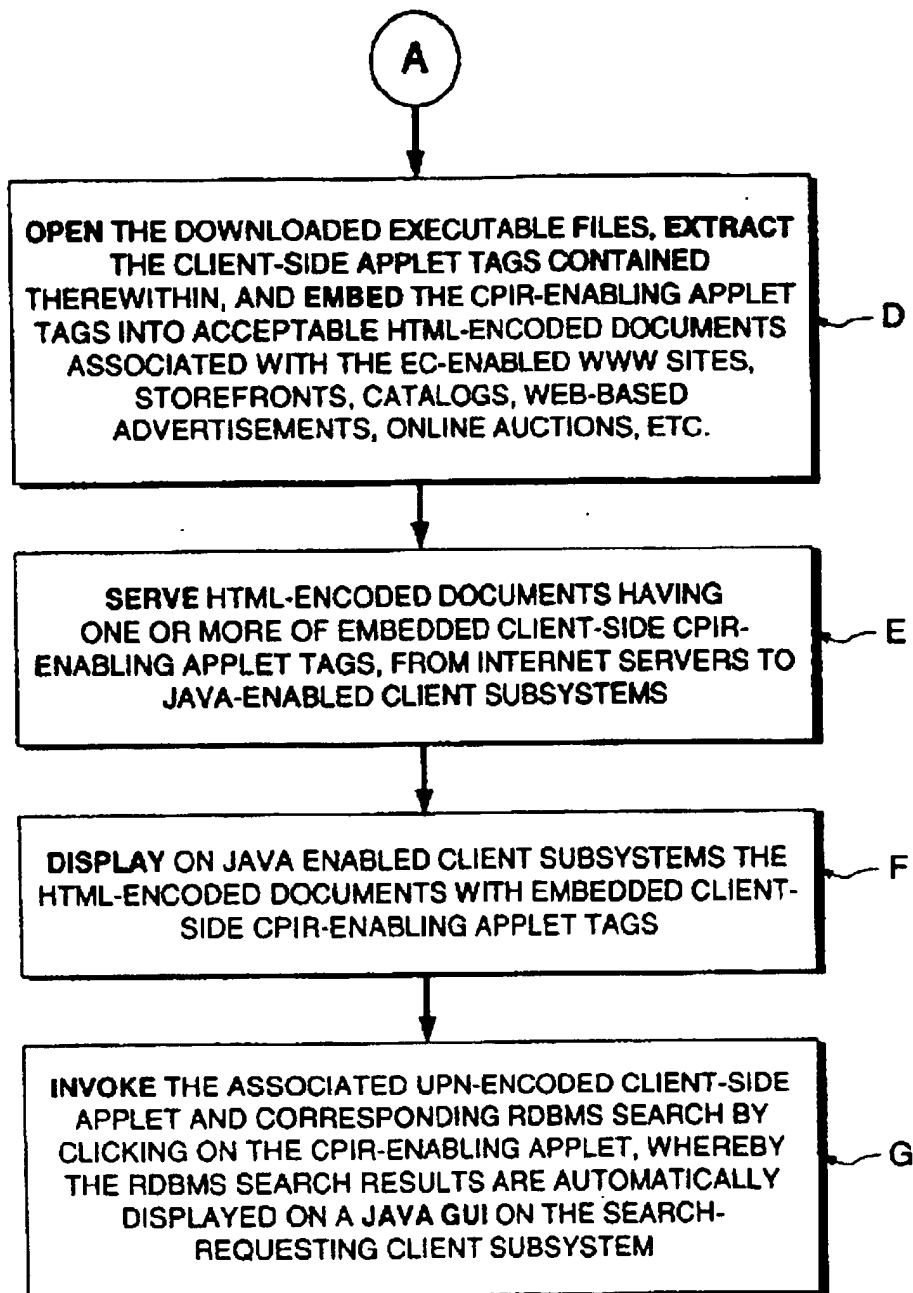
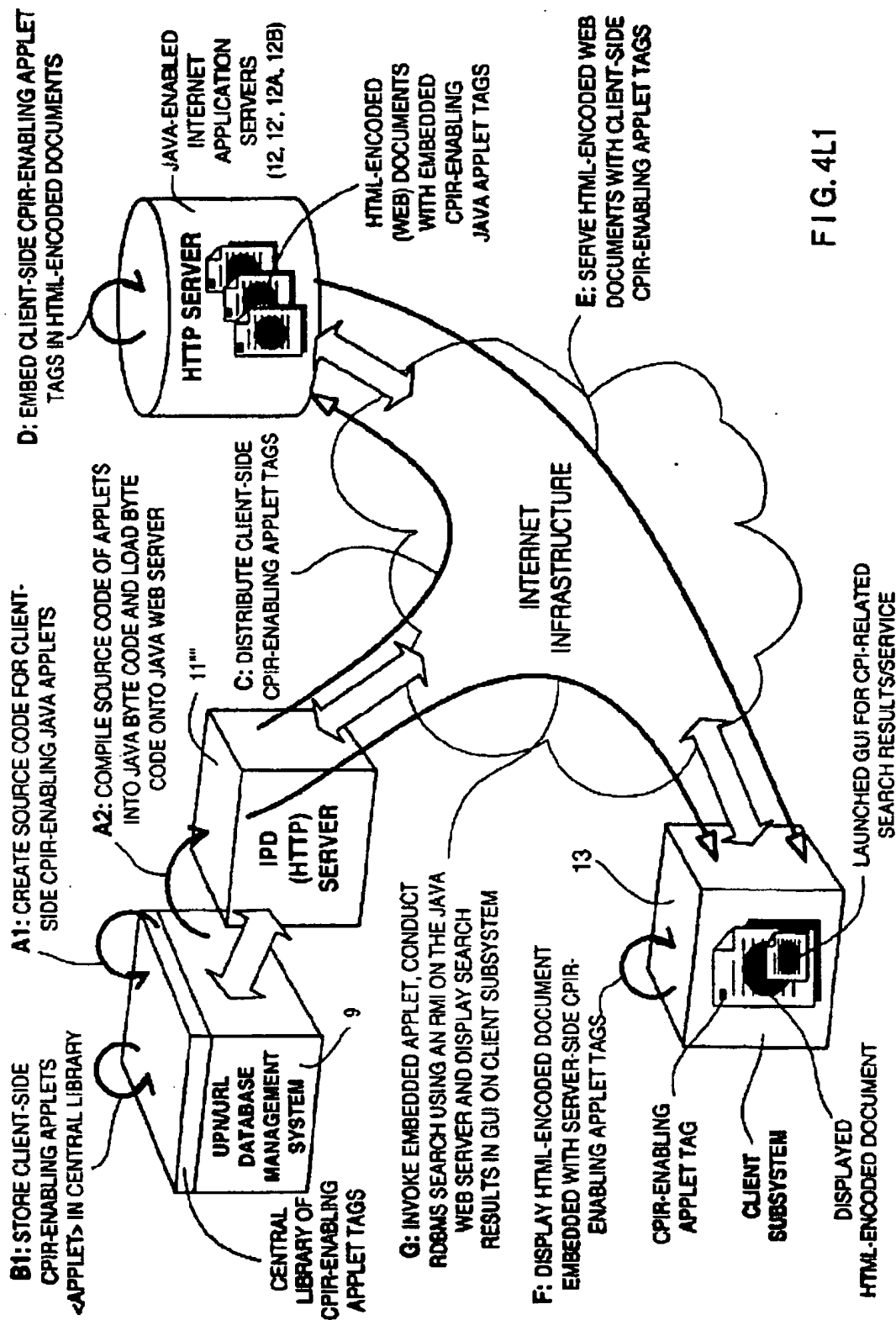


FIG. 4K2





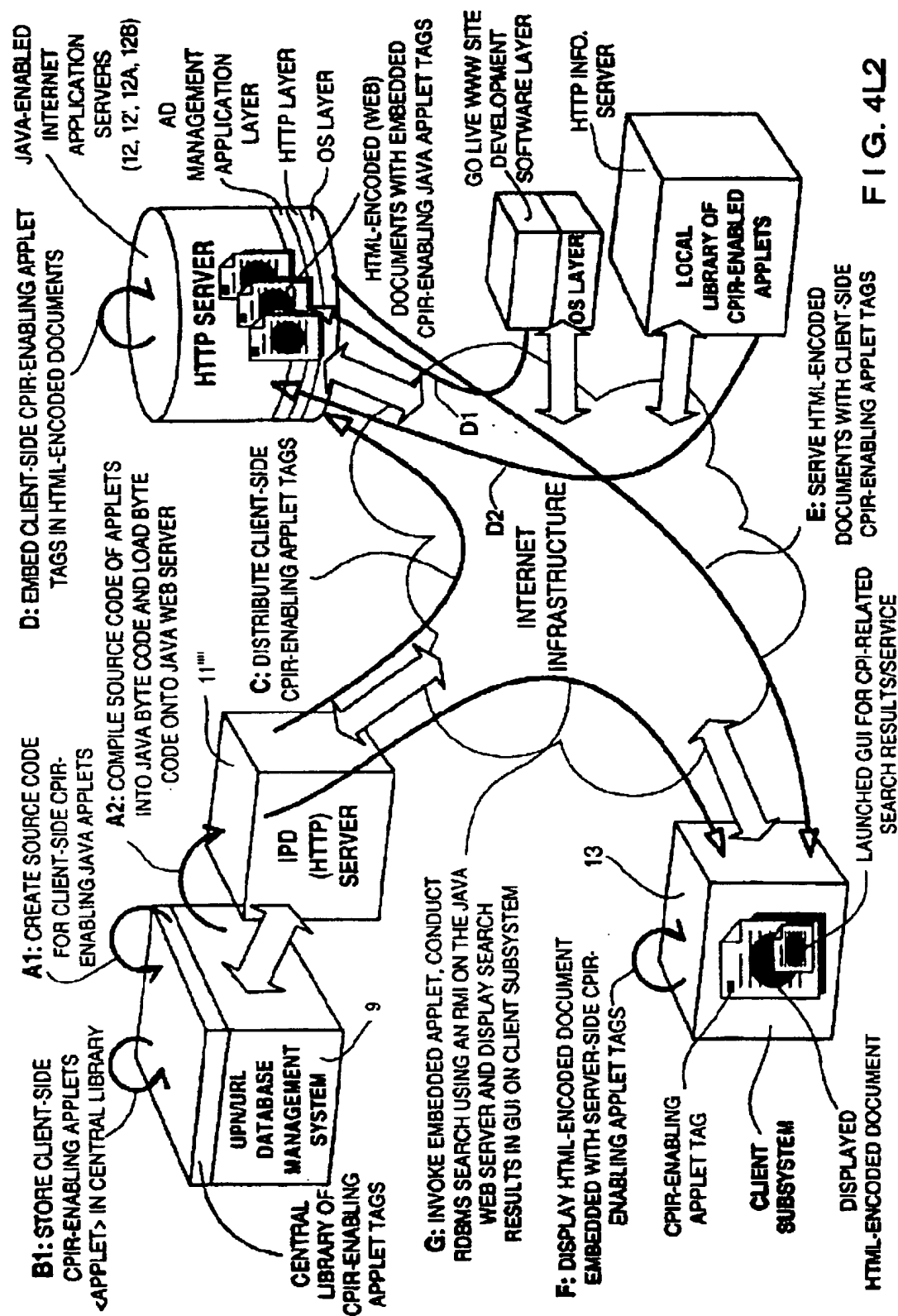


FIG. 4L2








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FIG. 4M1

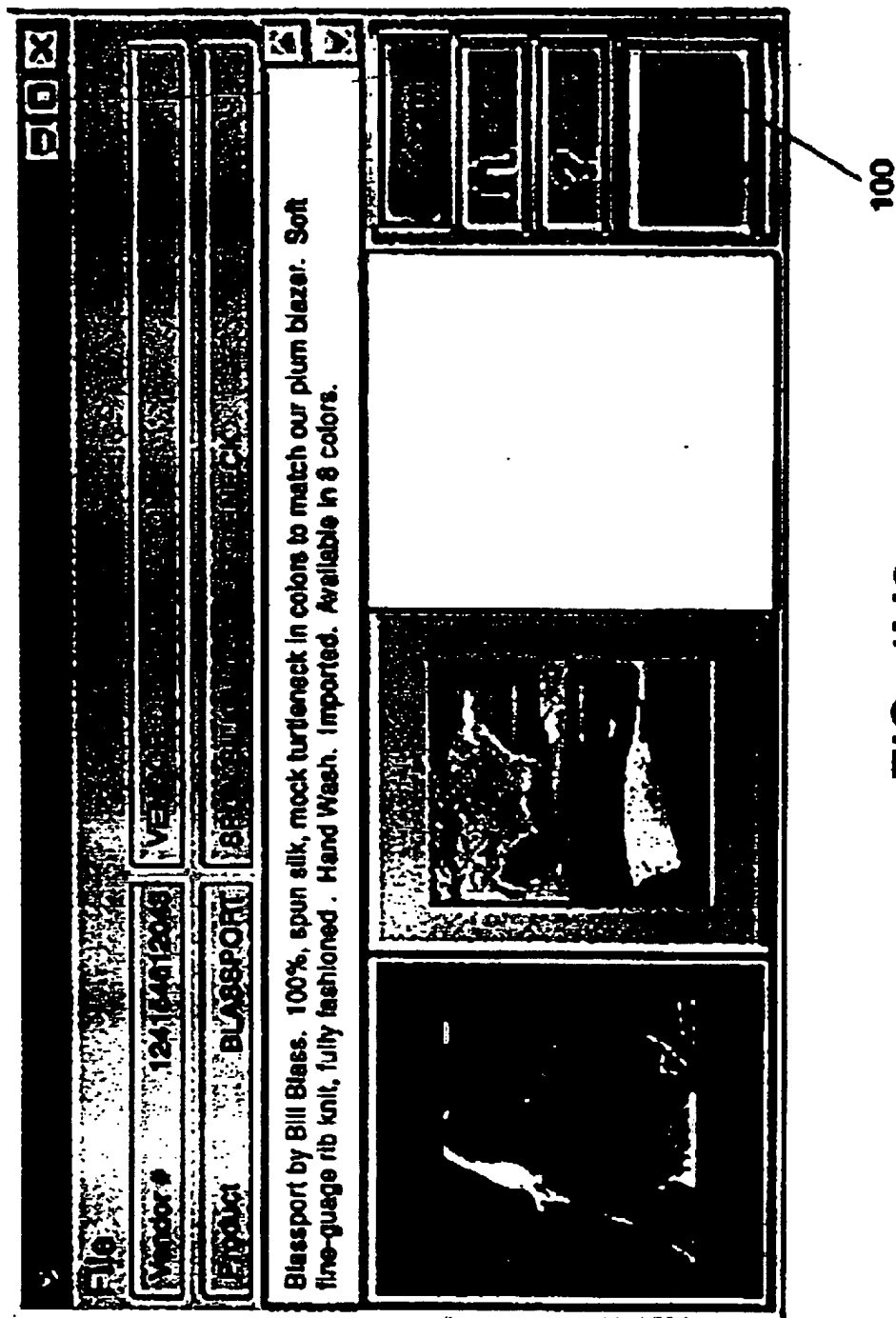
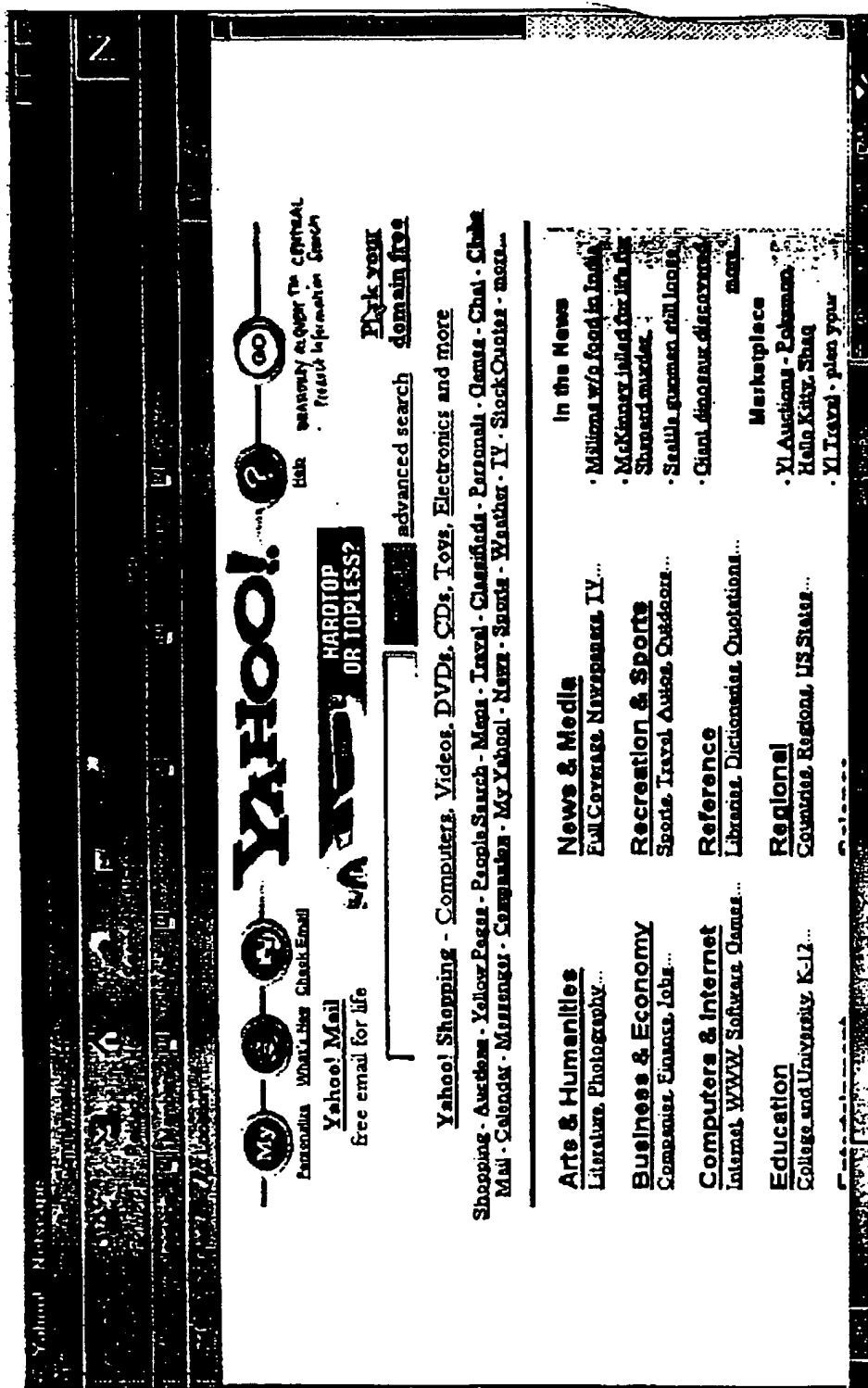


FIG. 4M2



**FIG. 4N1**

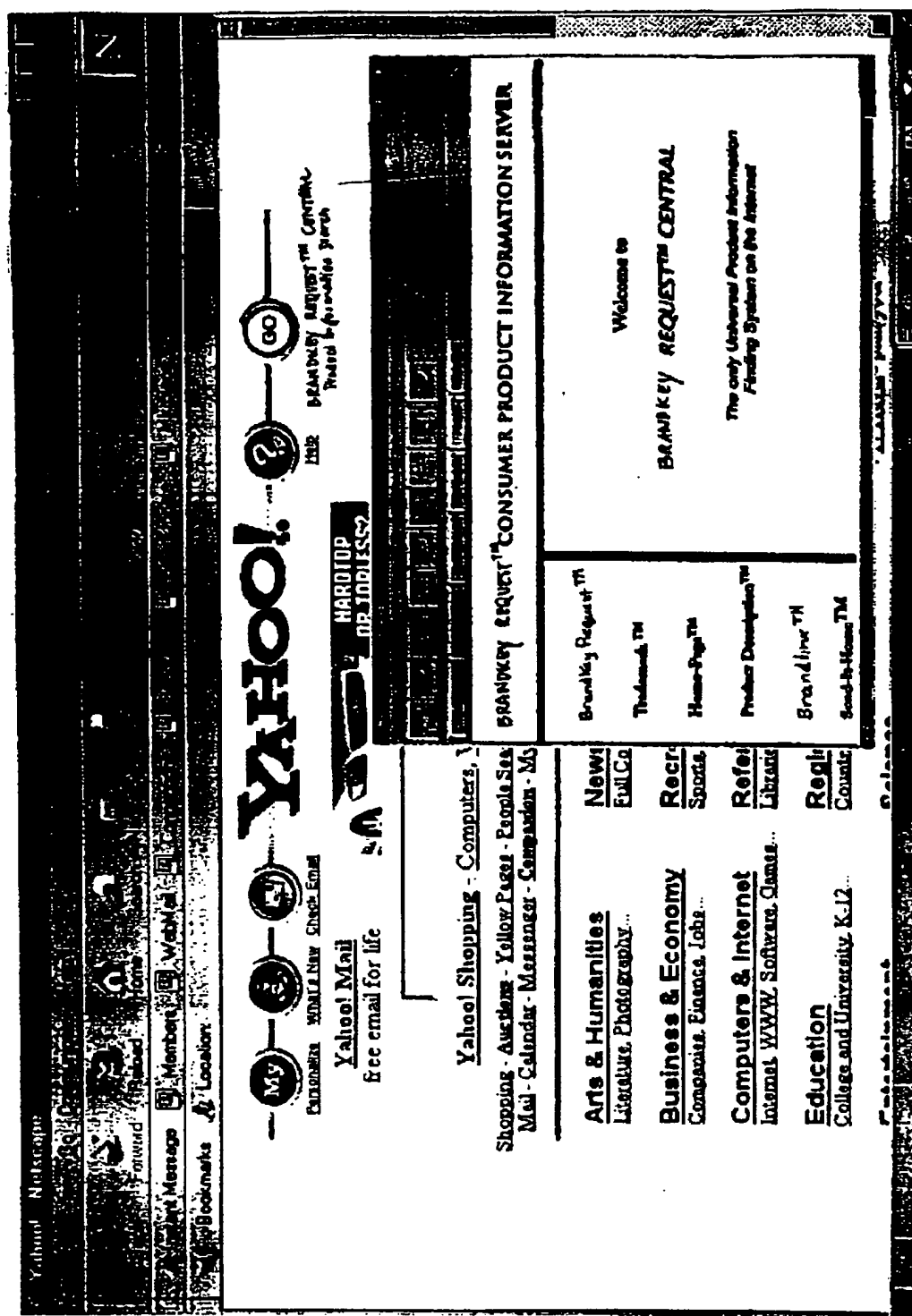


FIG. 4N2

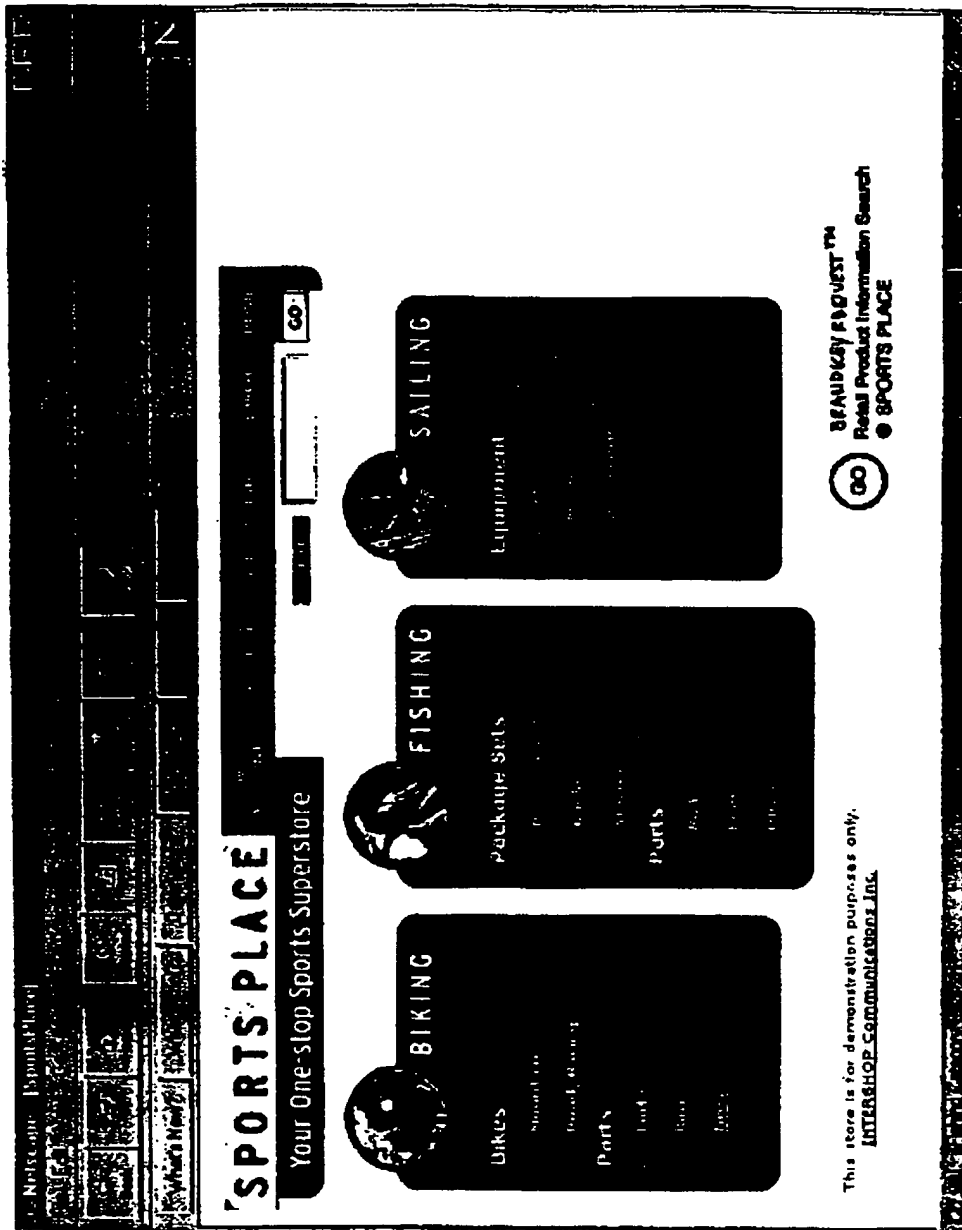


FIG. 401

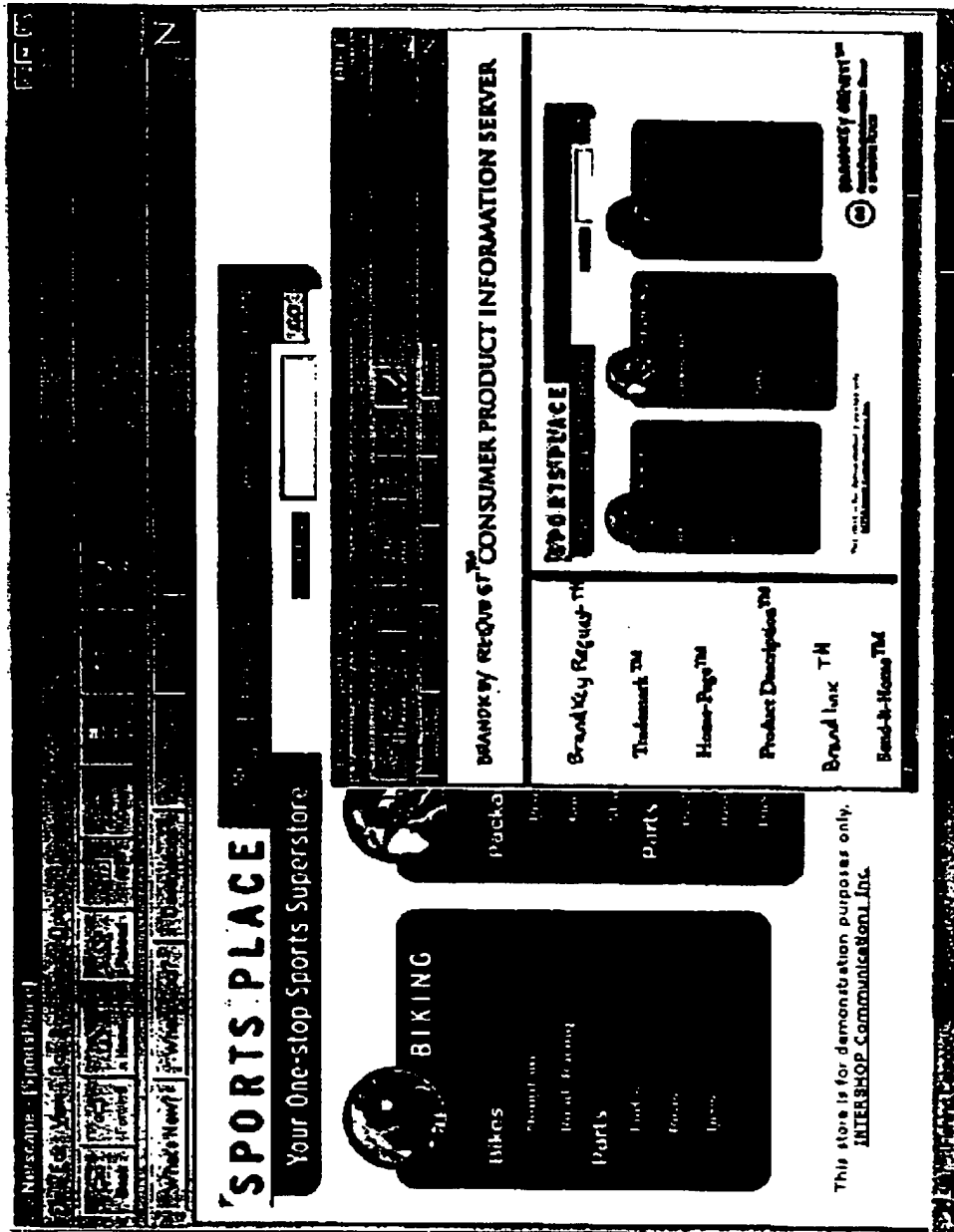


FIG. 402

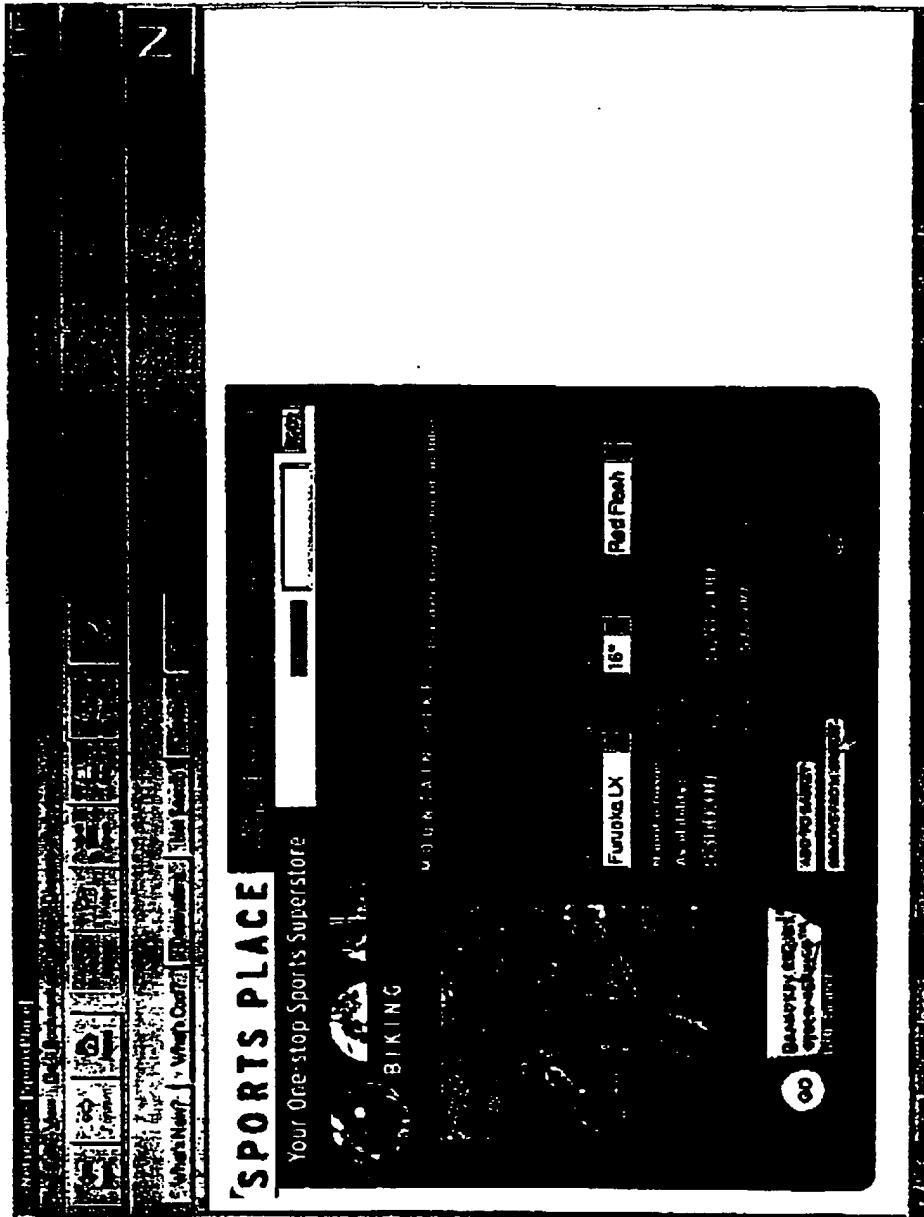


FIG. 4P1



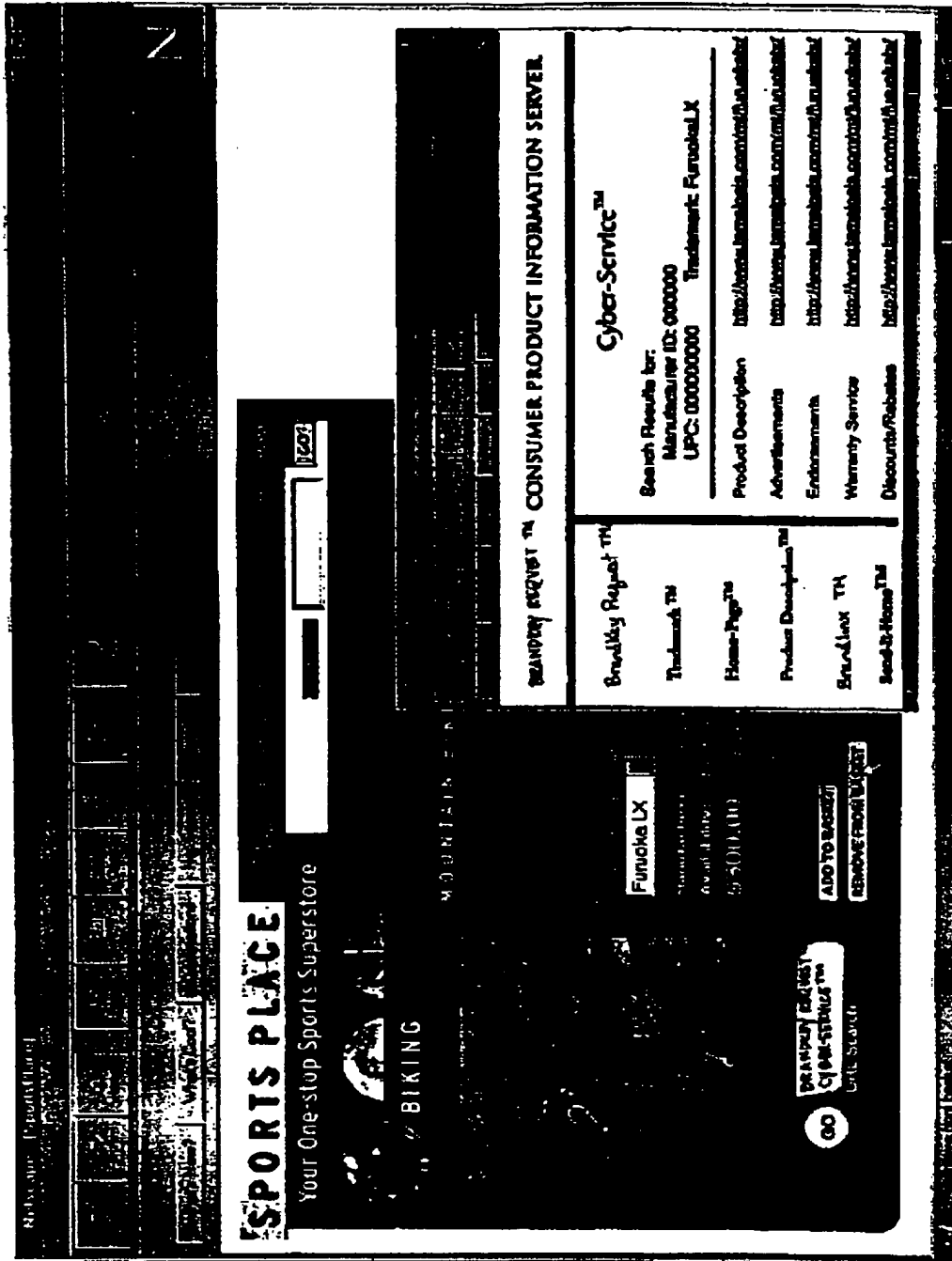


FIG. 4P2

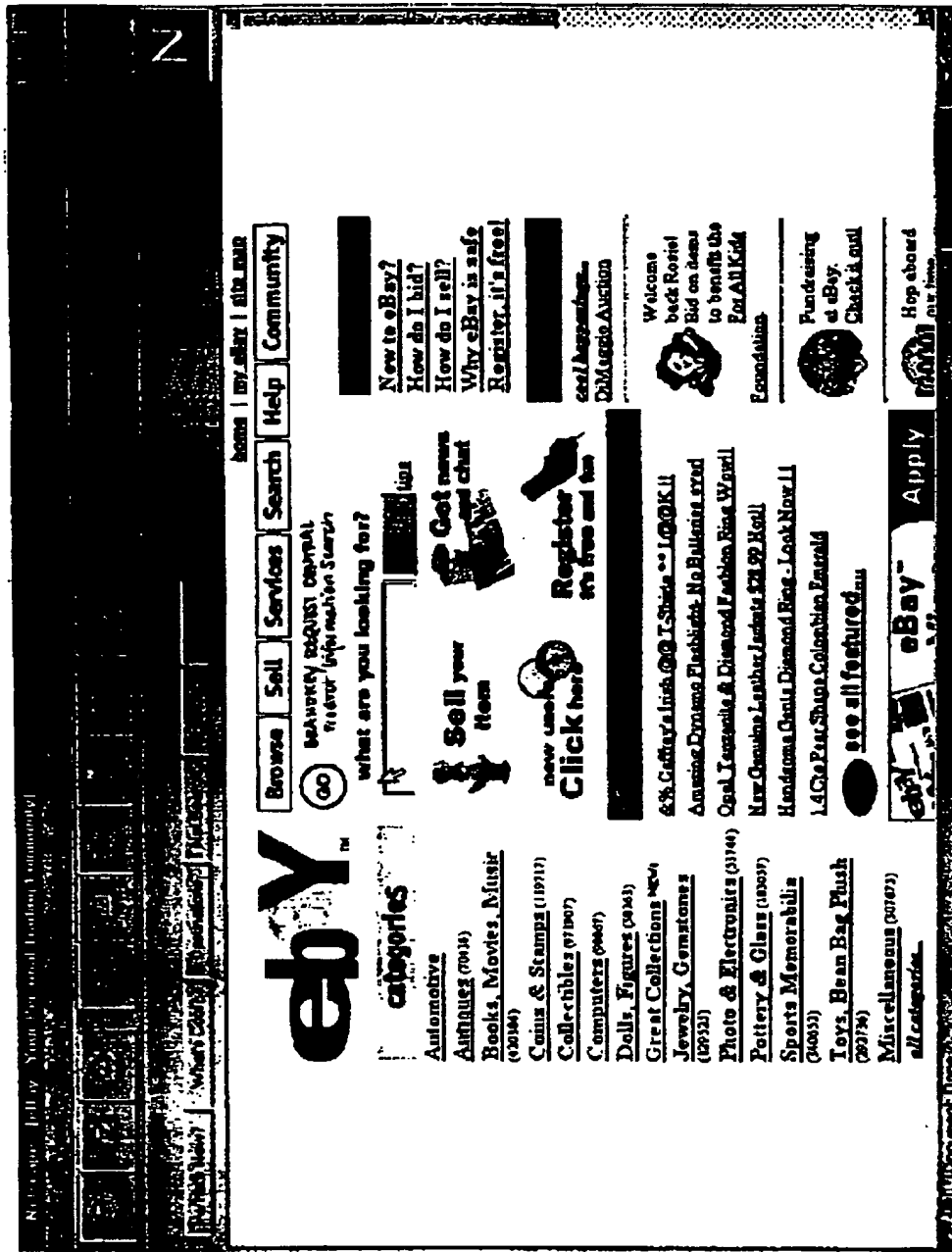


FIG. 4Q1

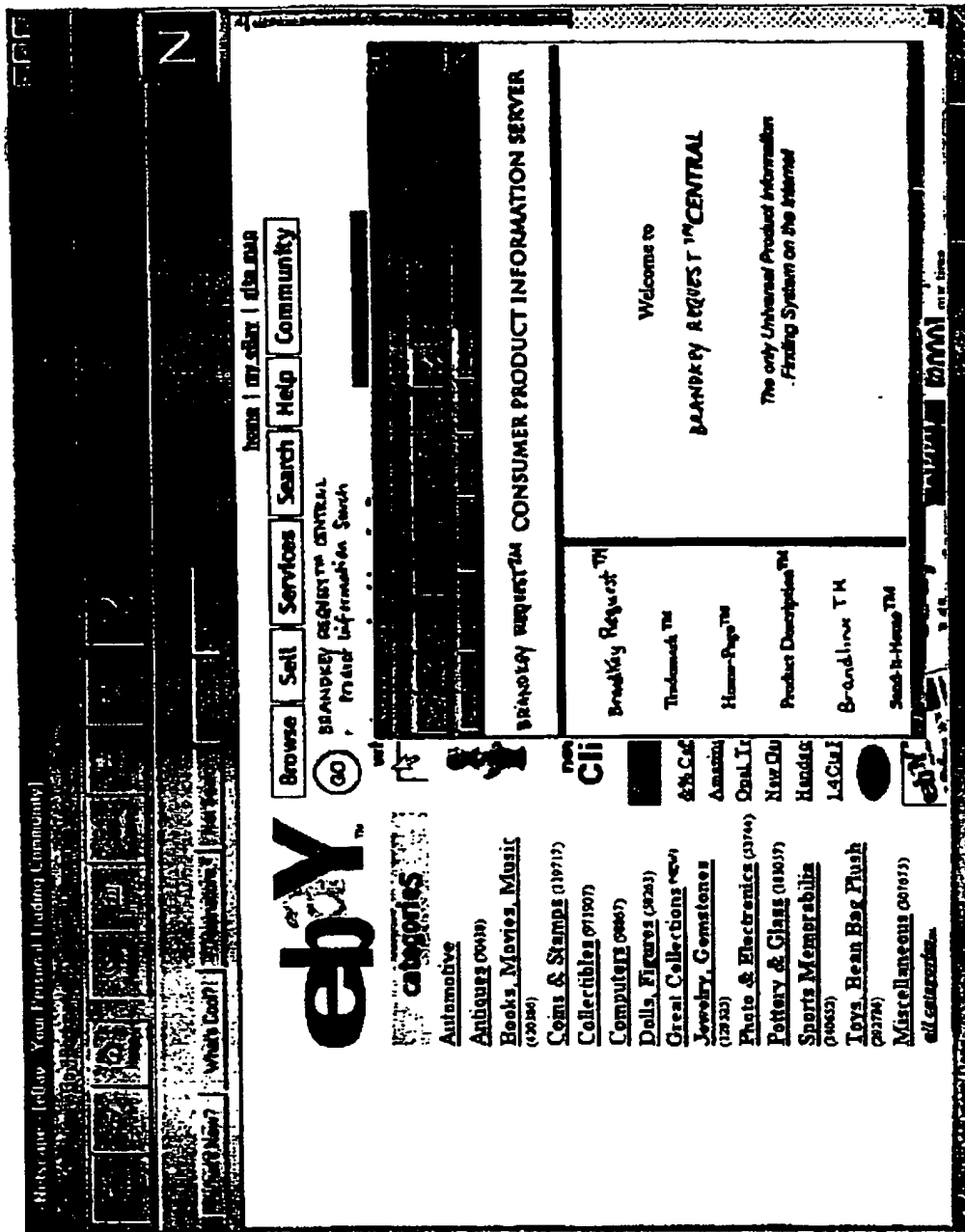


FIG. 4Q2

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Time left	4 days, 7 hours +	Location	Milpitas, CA
Started	10/31/99, 21:29:10 PST	End	11/07/99, 21:29:10 PST
Ends			
Seller	janed7 (10) ☆		
High bid			
Payment	Money Order/Cashiers Checks, Personal Checks, See item description for payment methods accepted		
Shipping	Seller might ship to home country only. See item description for details. See item description for shipping charges		

View comments in seller's Feedback Profile) (View seller's other auctions) (Ask seller a question)

alt text

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.

FIG. 4R1

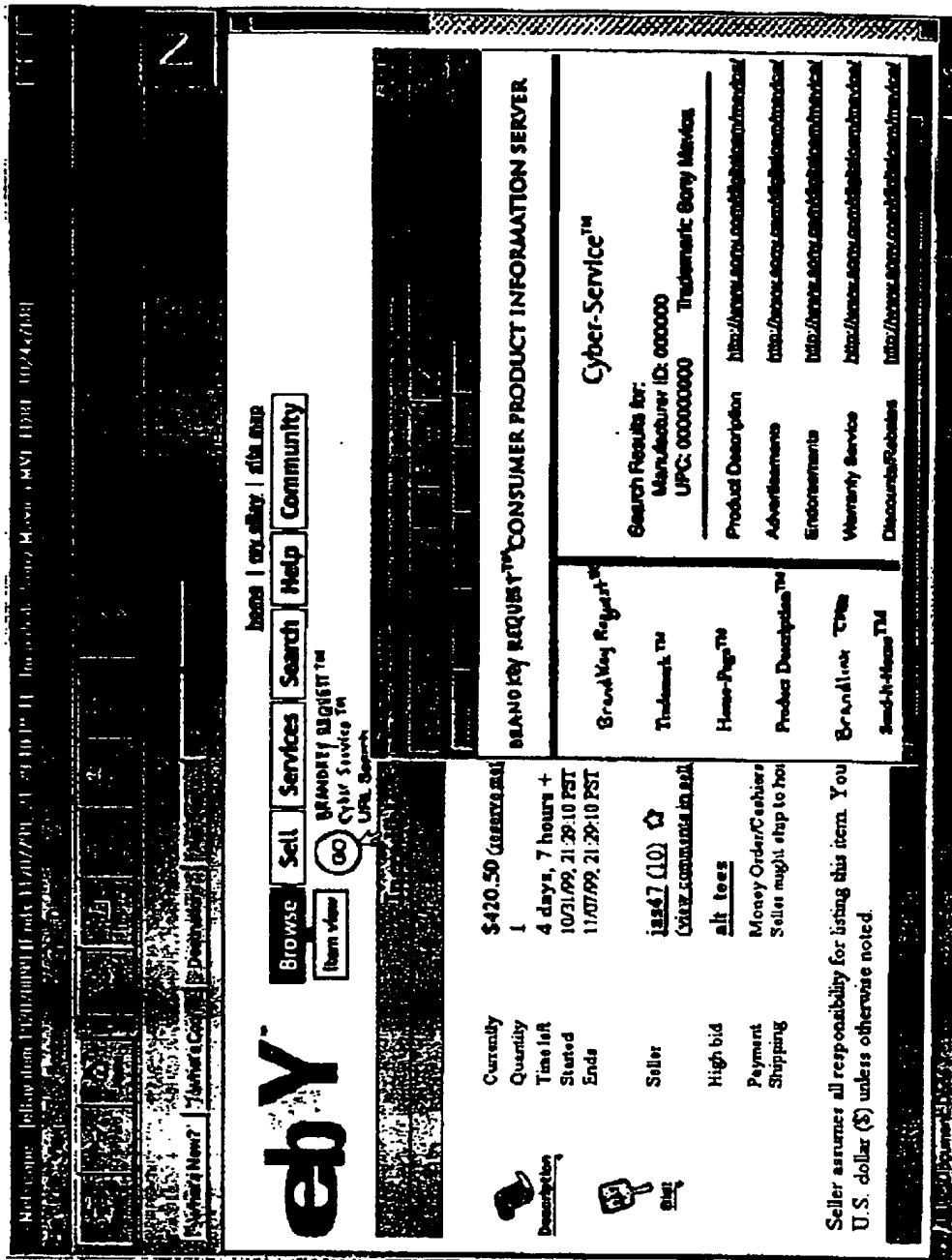


FIG. 4R2

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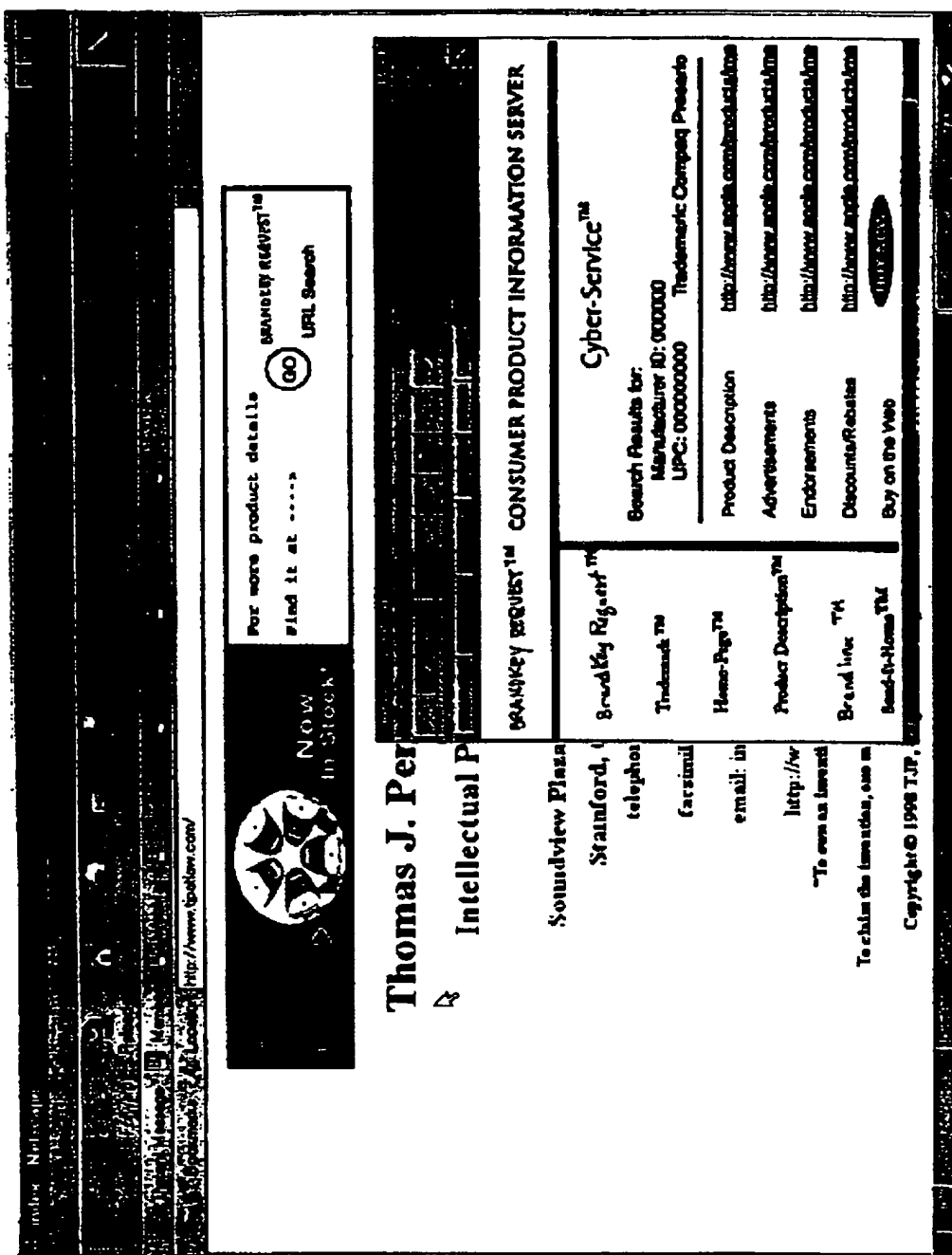
Soundview Plaza 1266 East Main Street  
Stamford, Connecticut 06902  
telephone (203) 357-1950  
facsimile (203) 357-1959  
email: info@tpadlaw.com  
<http://www.tpadlaw.com>

"To own an invention, one must claim the invention."

To claim the invention, one must express the invention in words."

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FIG. 4S1



**FIG. 4S2**

[illegible]

**FIG. 4S3**



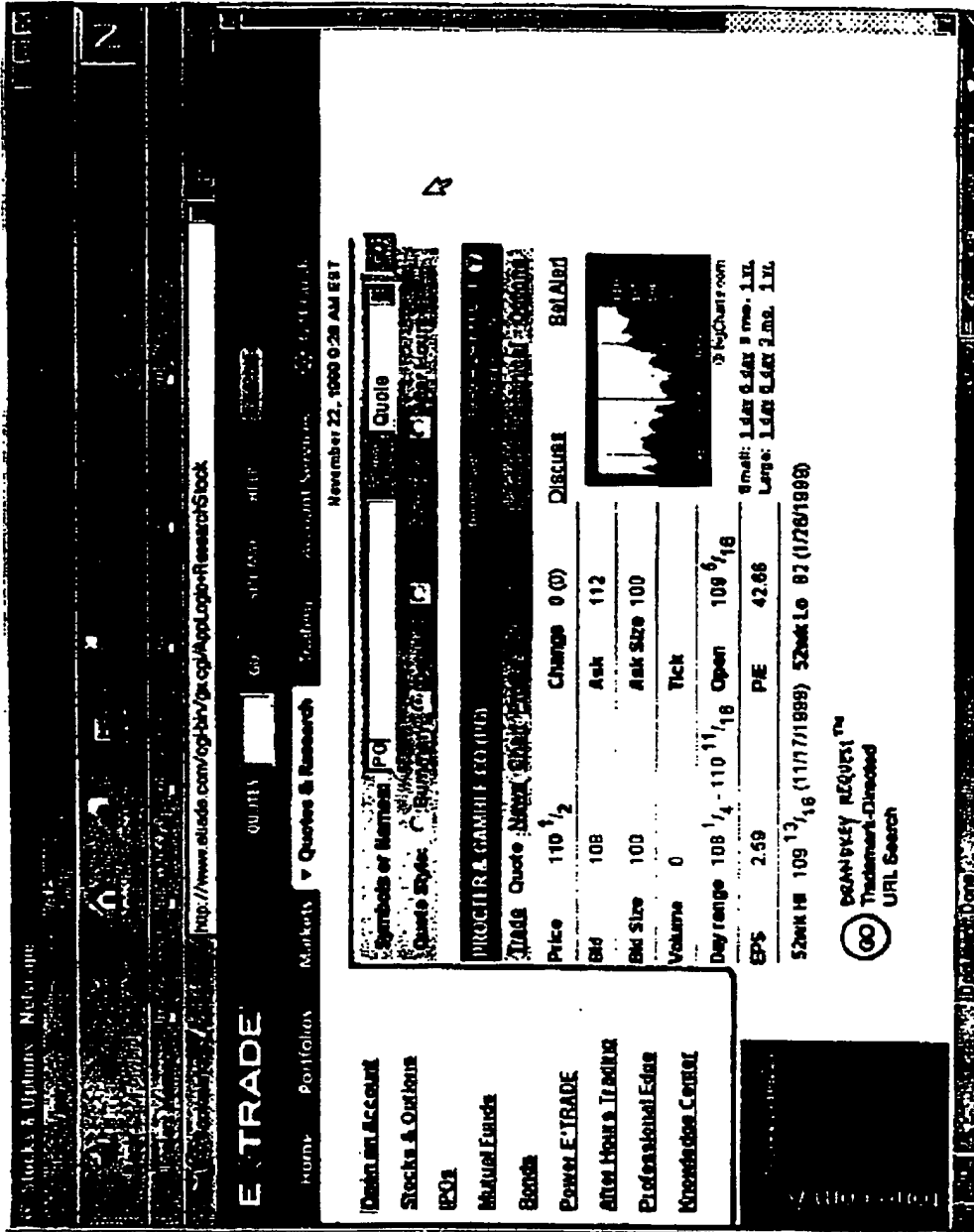


FIG. 4T1

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FIG. 4T2

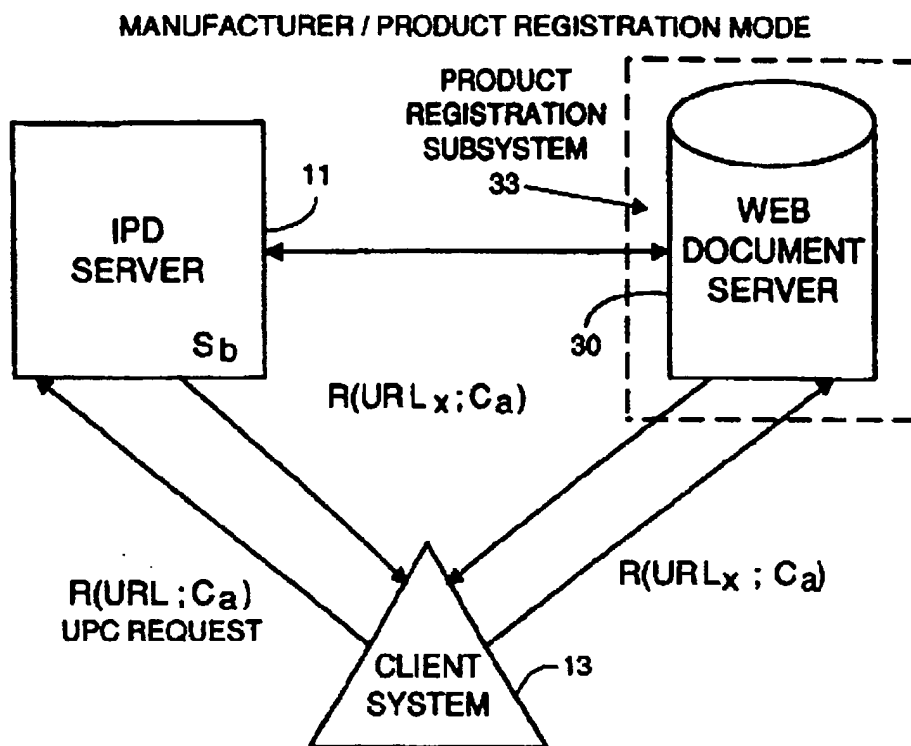


FIG. 5A

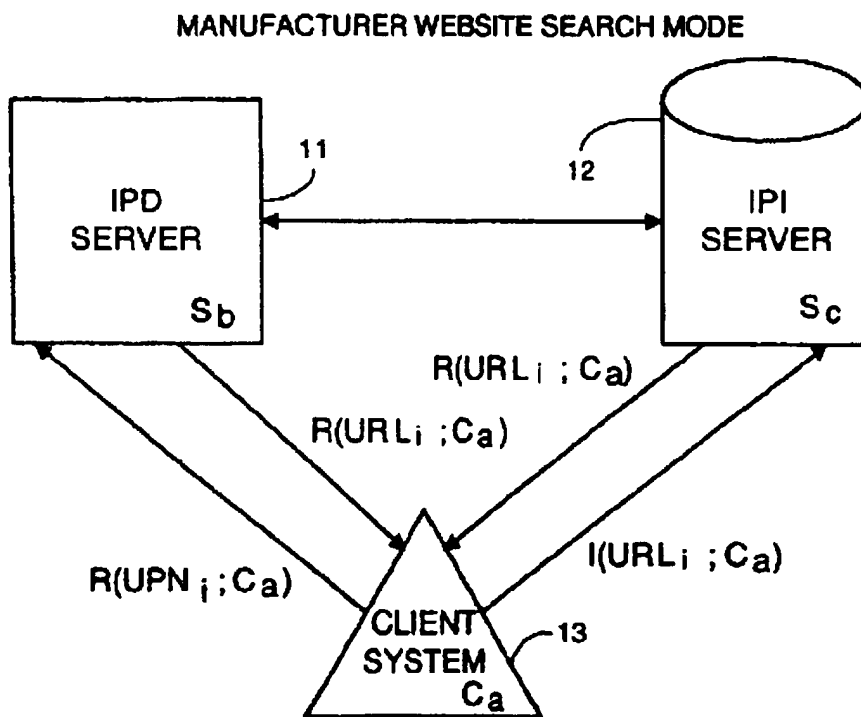


FIG. 5B

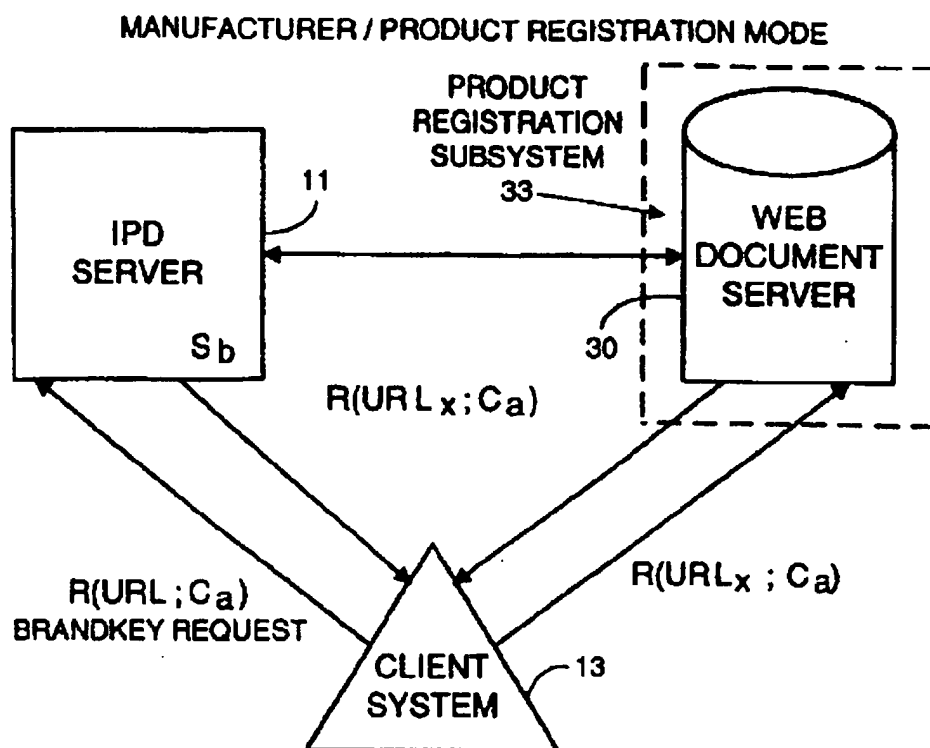


FIG. 5A

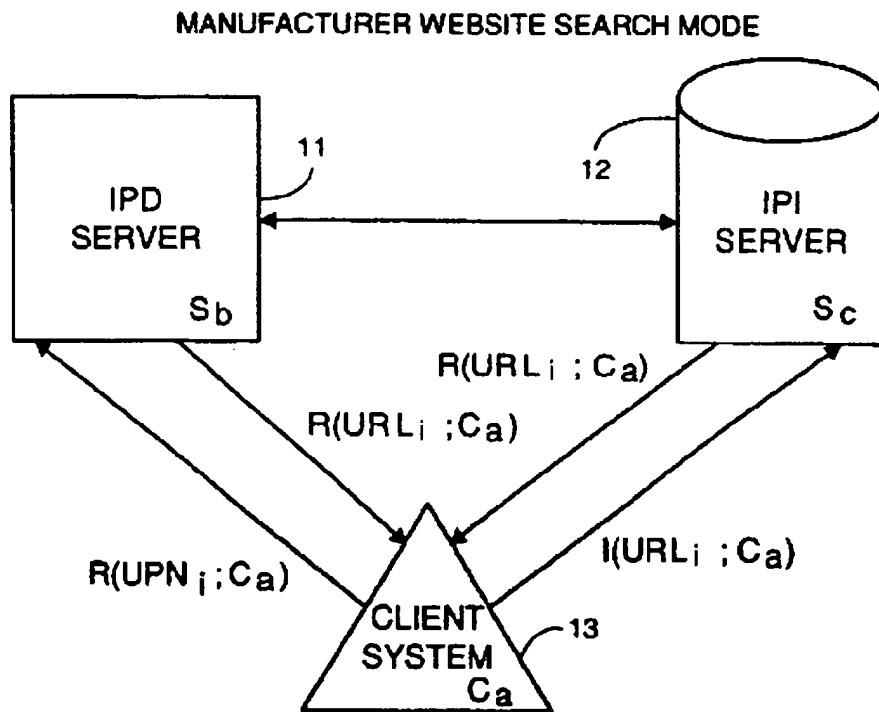


FIG. 5B

## UPN - DIRECTED INFORMATION ACCESS MODE

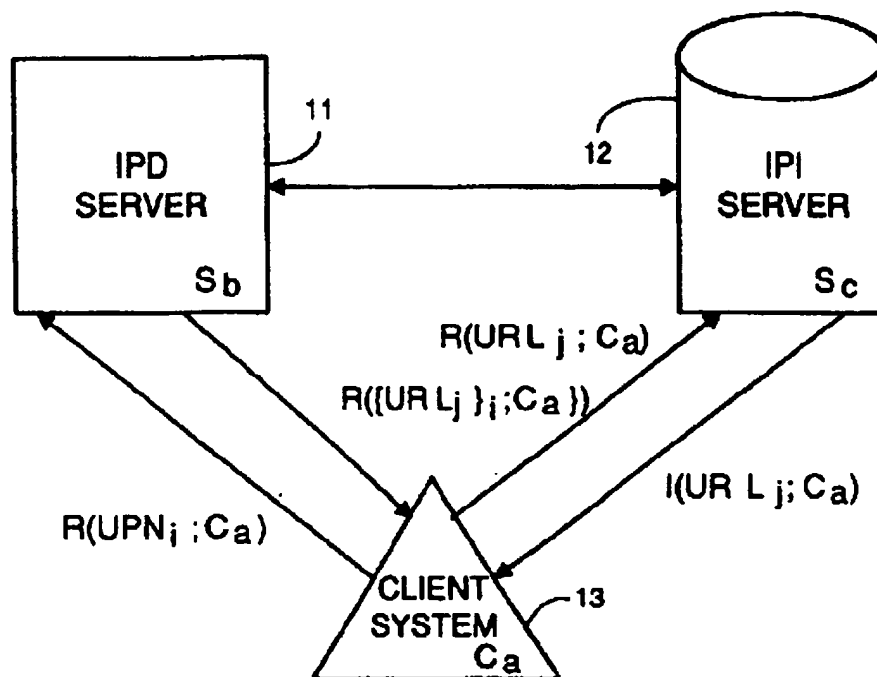


FIG. 5C

## TRADE - MARK DIRECTED SEARCH MODE

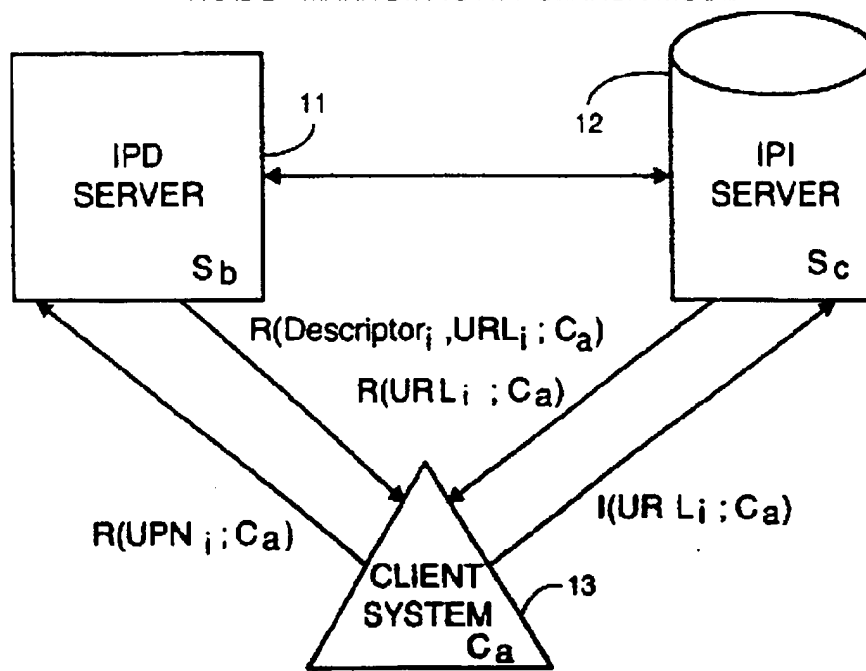


FIG. 5D

## PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

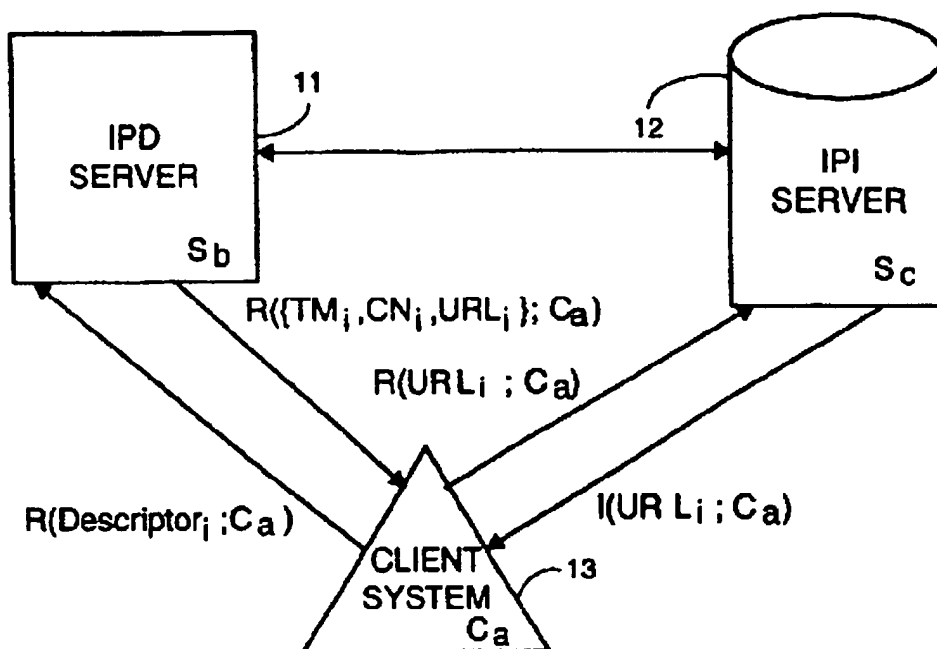


FIG. 5E

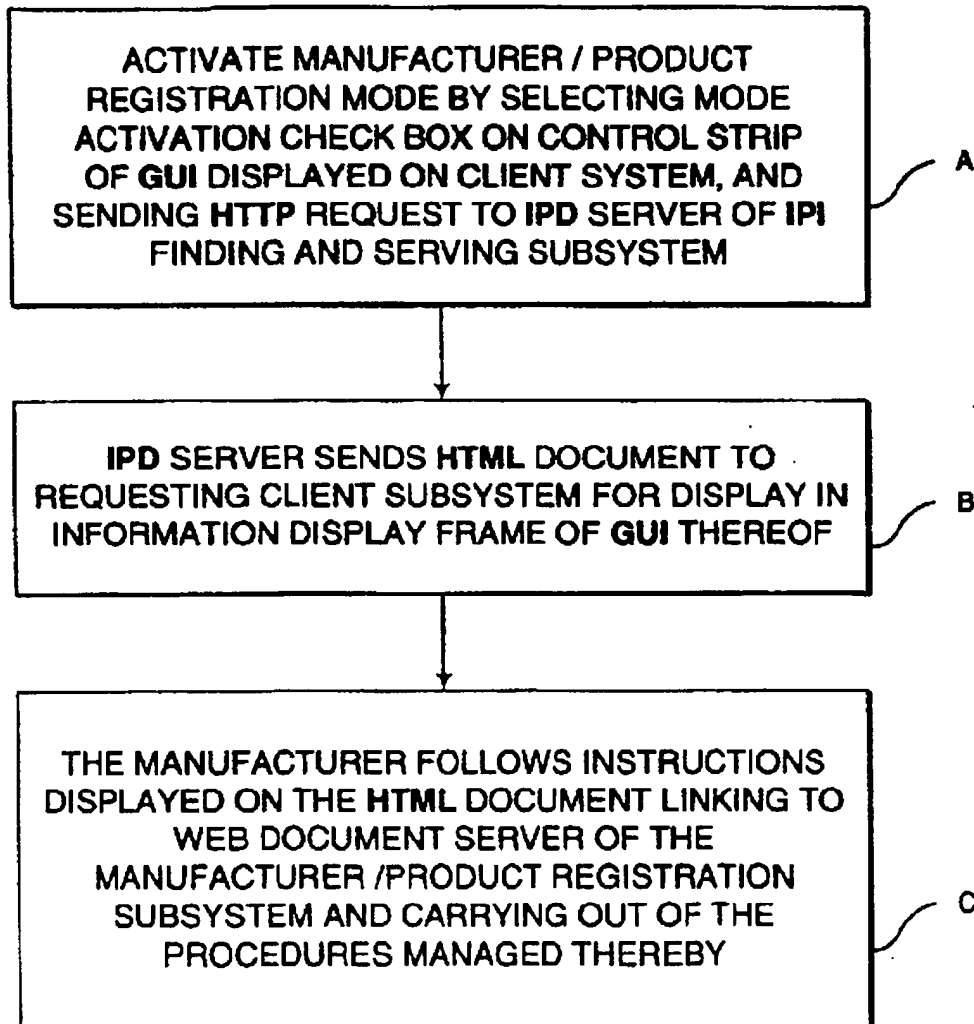


FIG. 6A

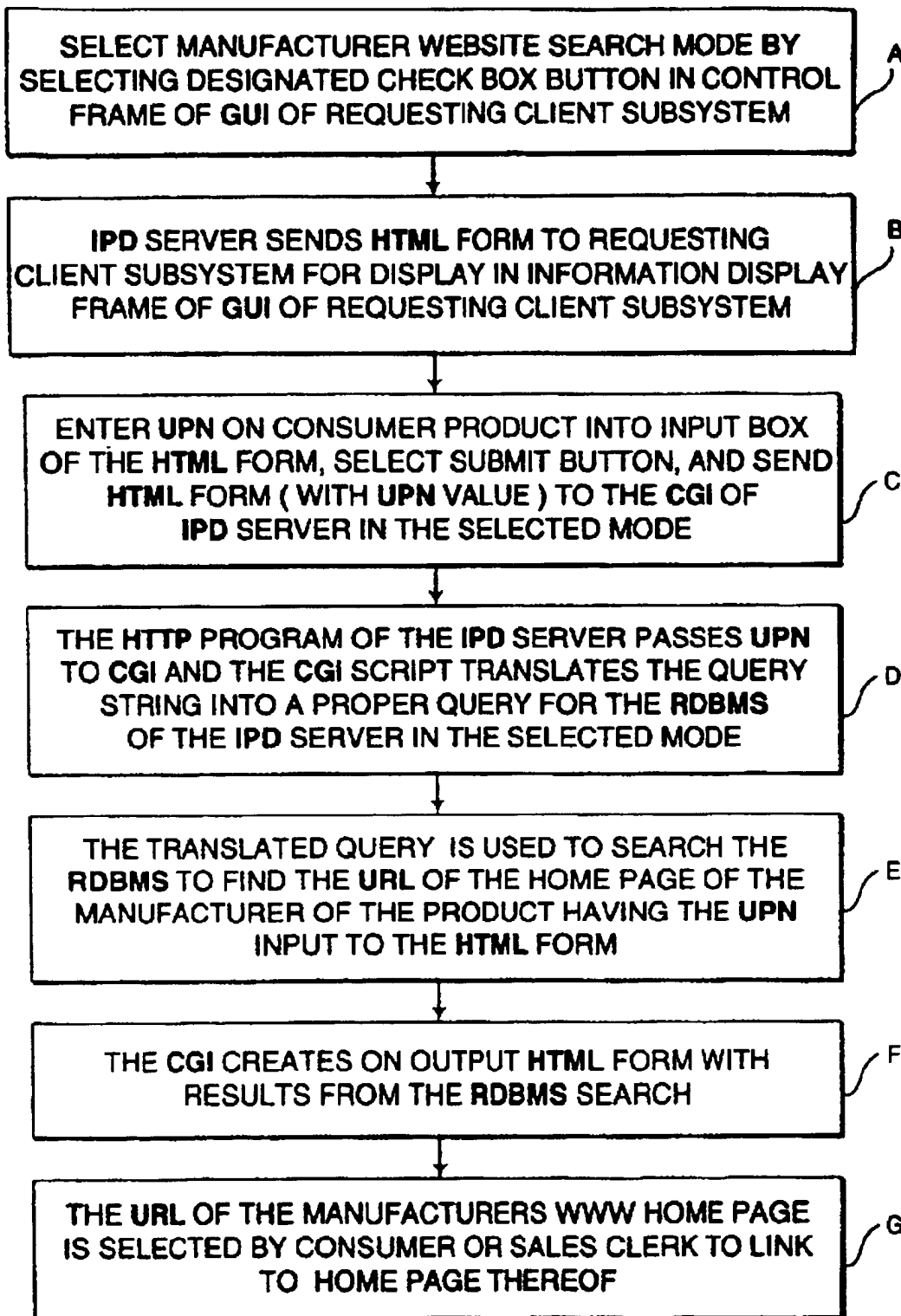


FIG. 6B



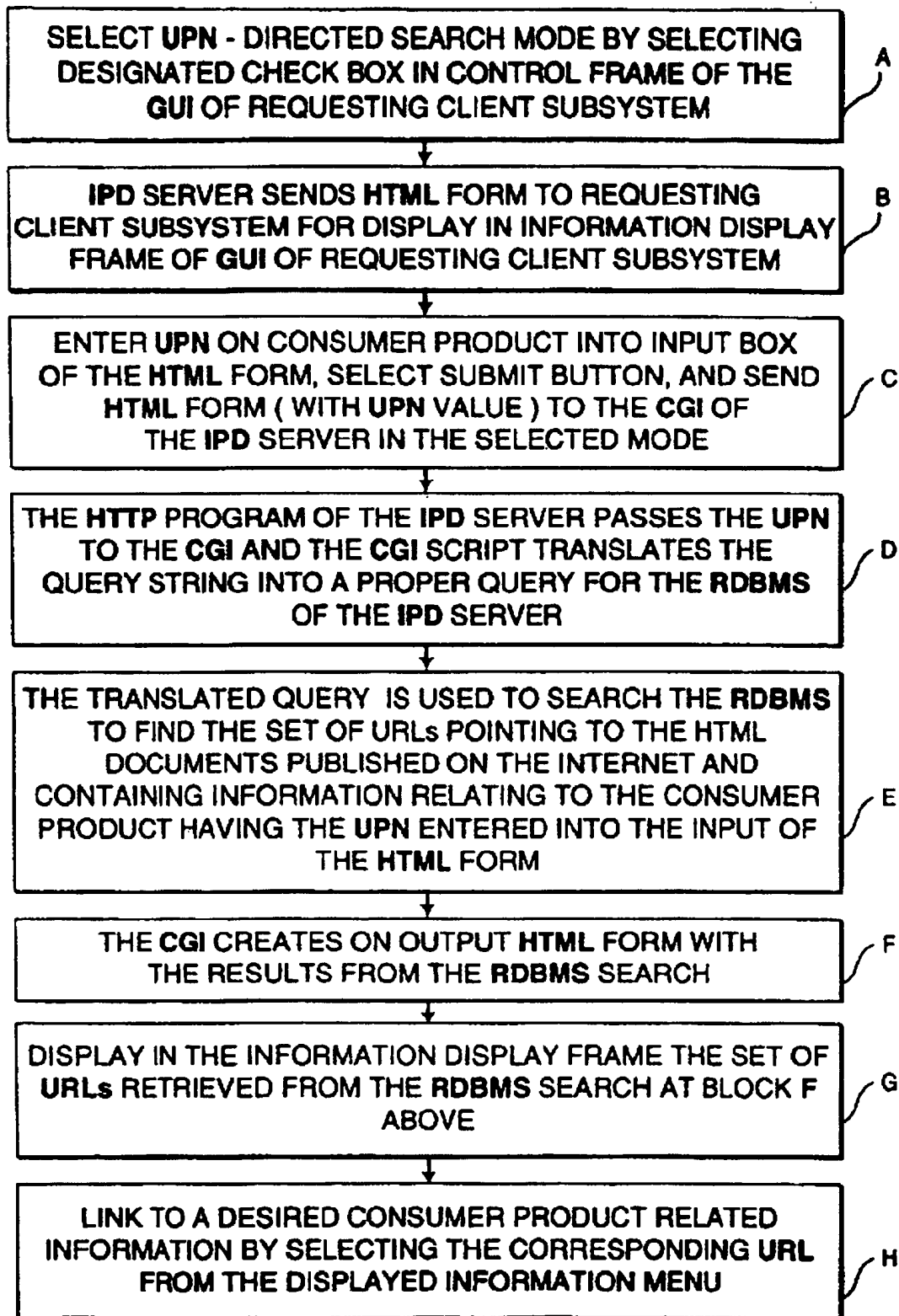


FIG. 6C

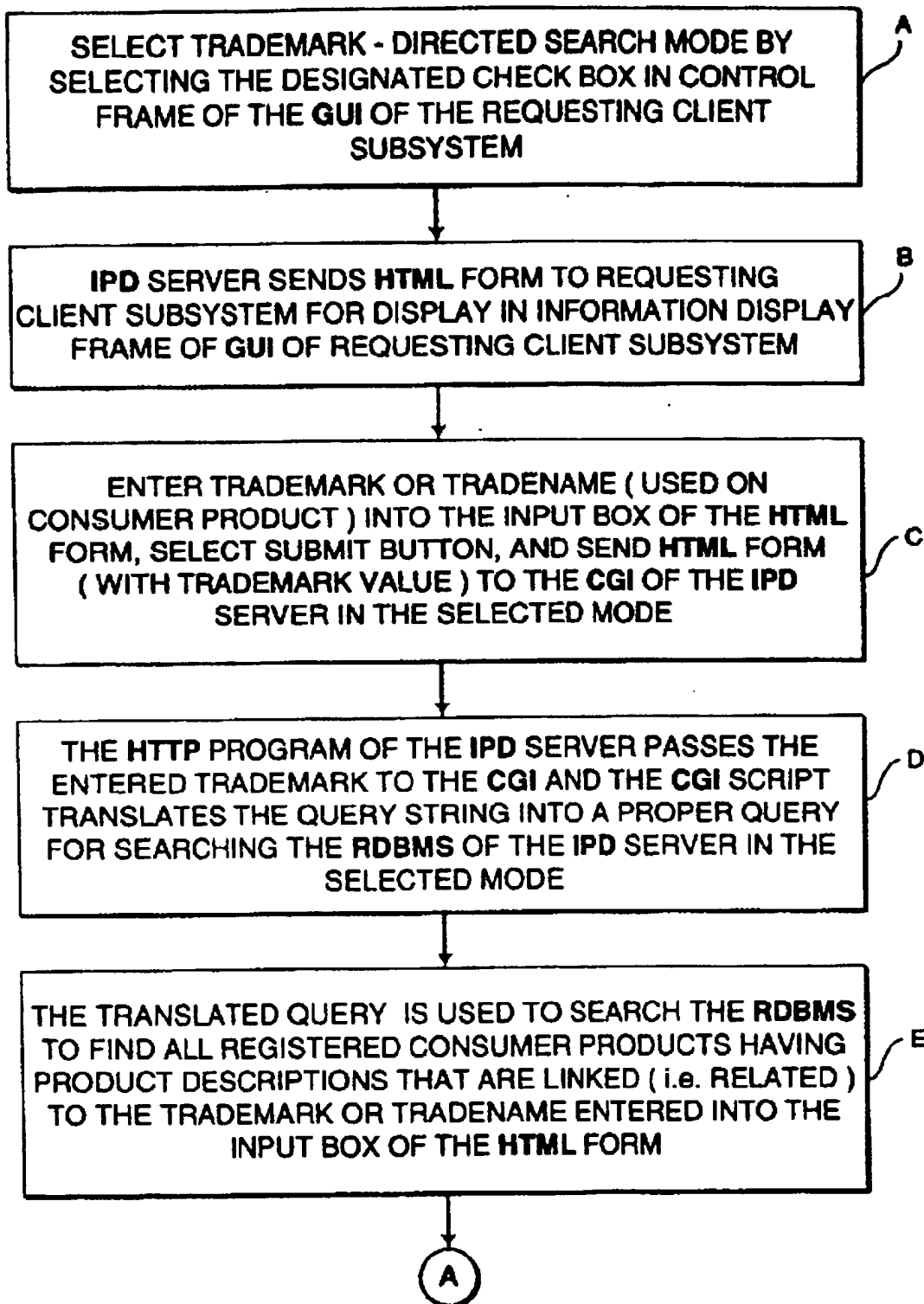


FIG. 6D1

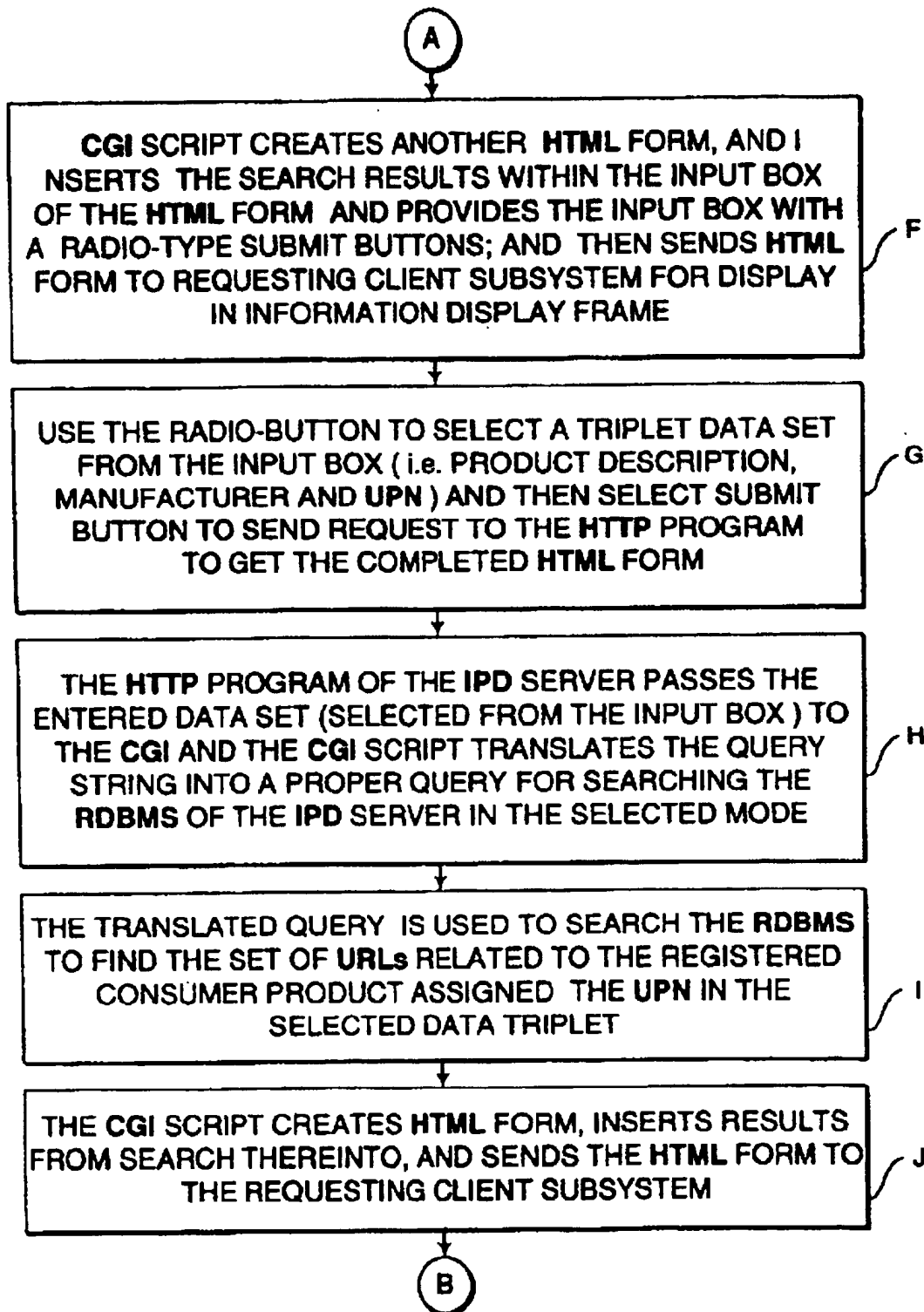


FIG. 6D2

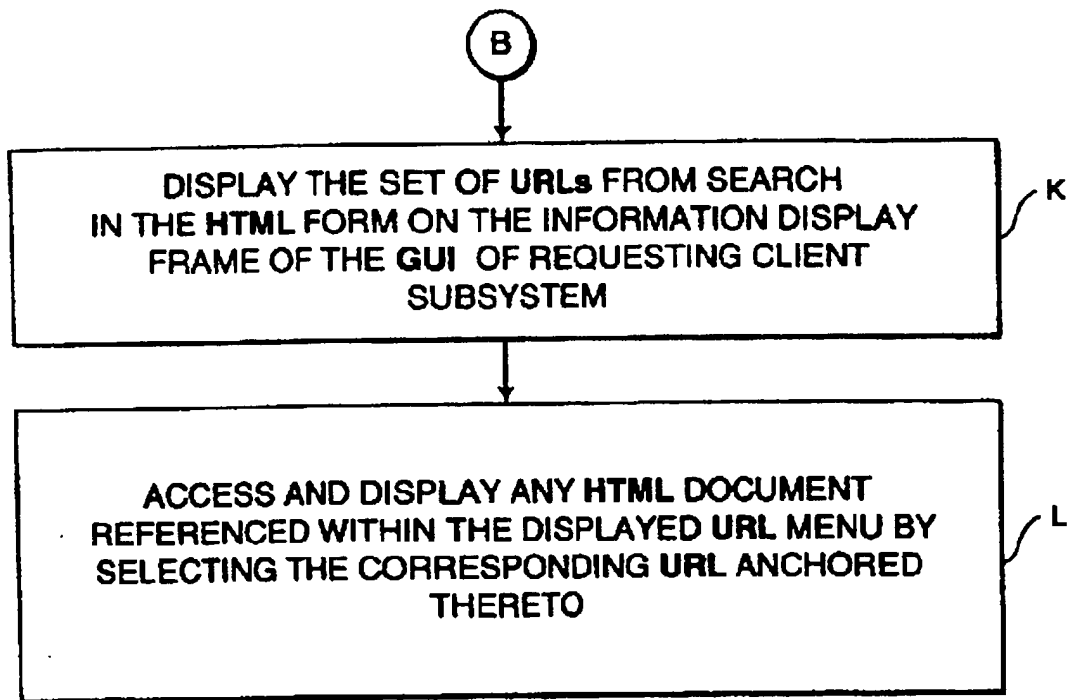


FIG. 6D3

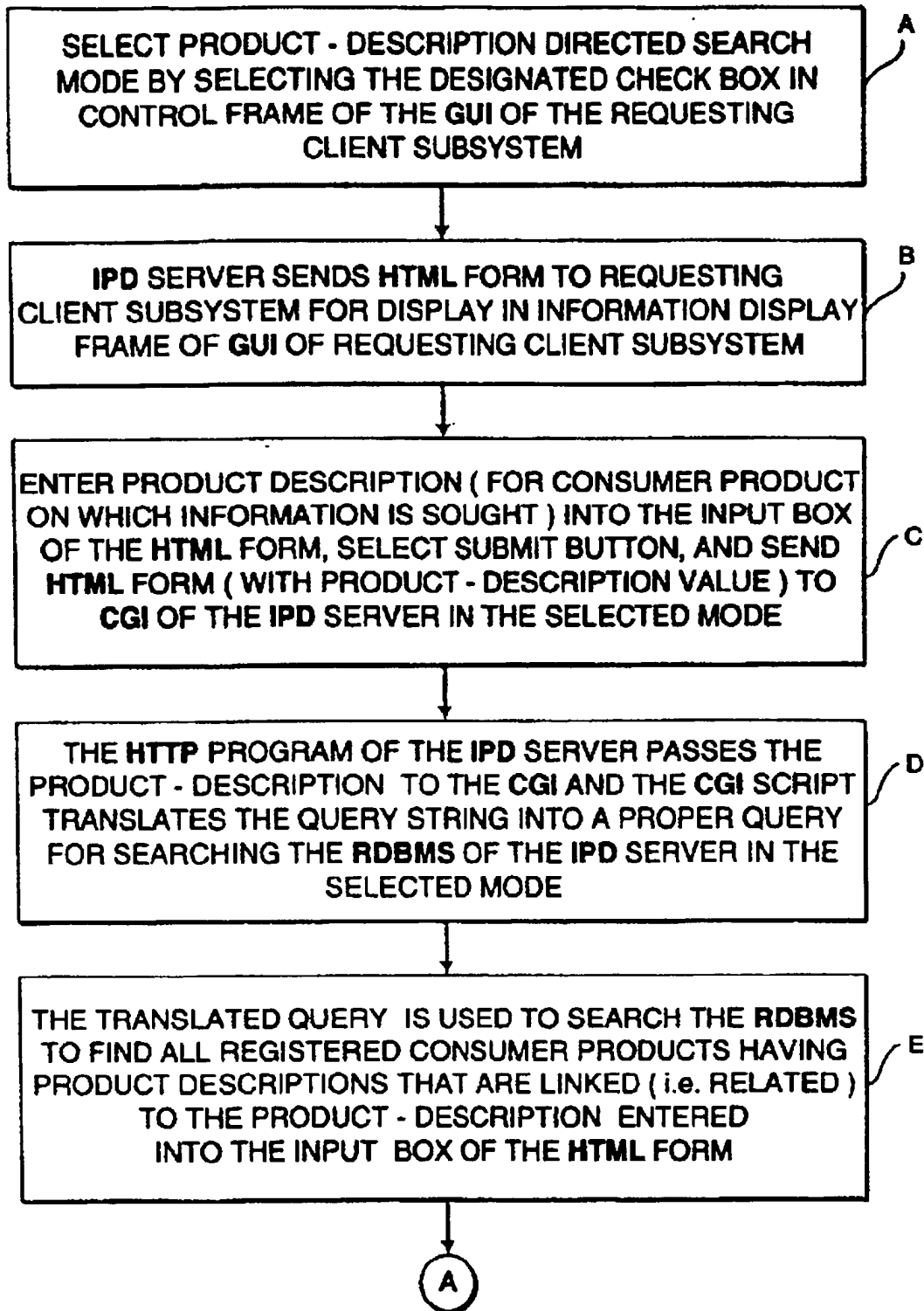


FIG. 6E1

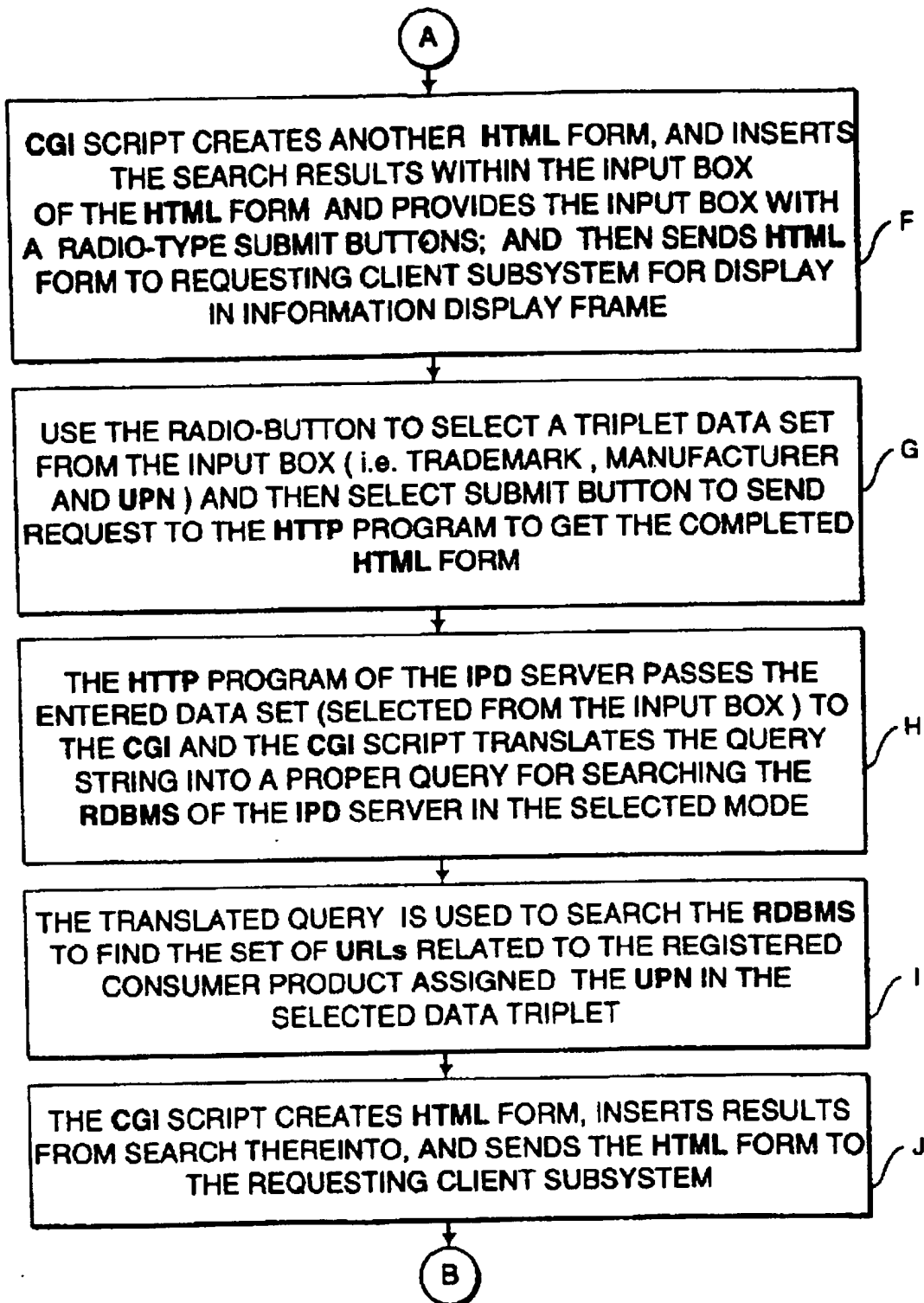


FIG. 6E2

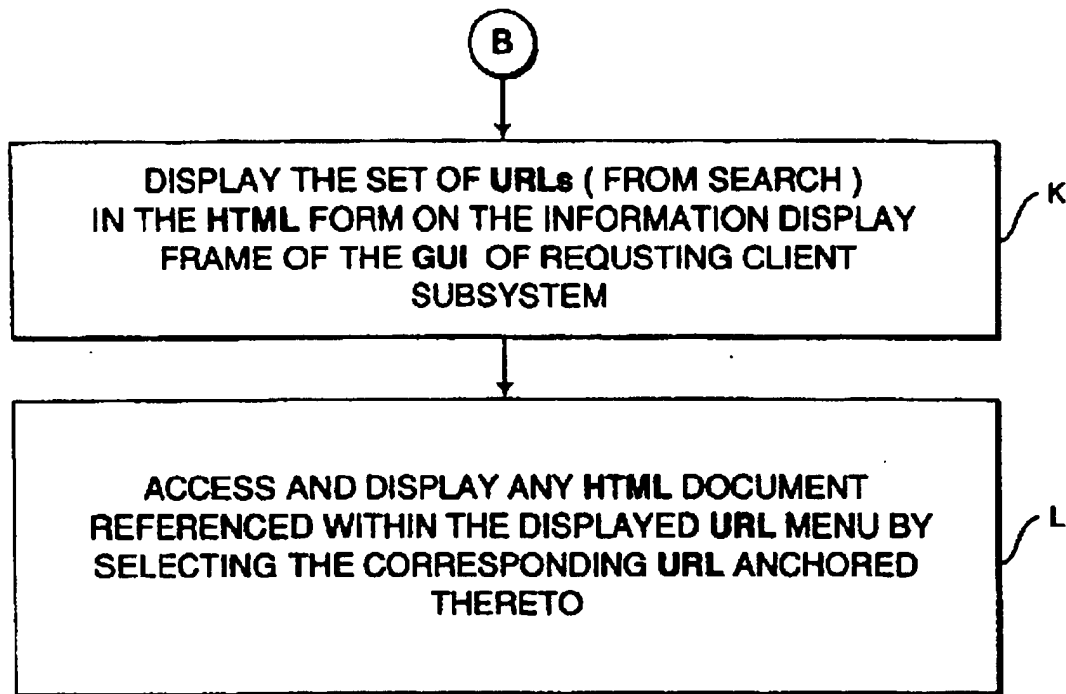
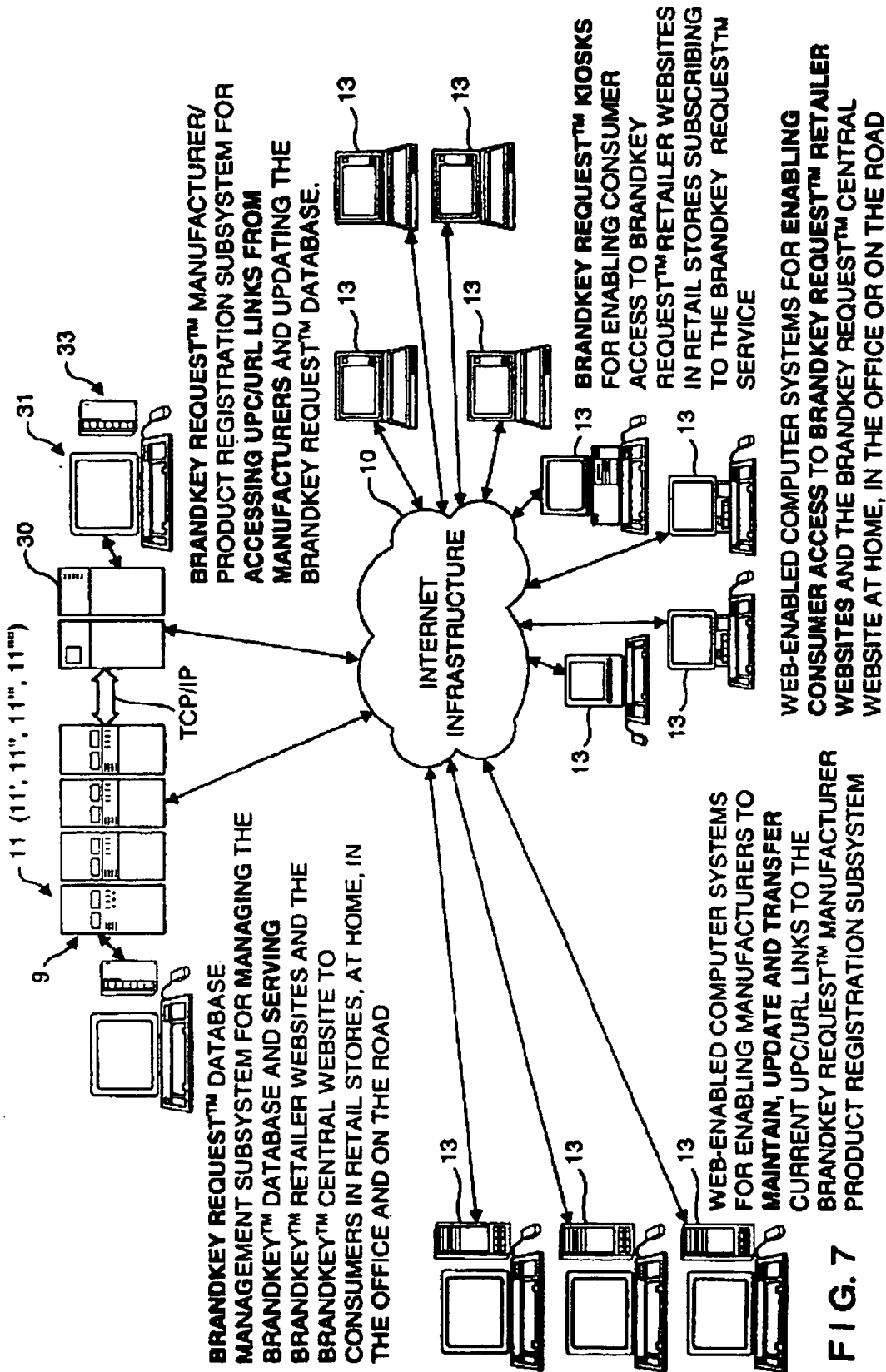
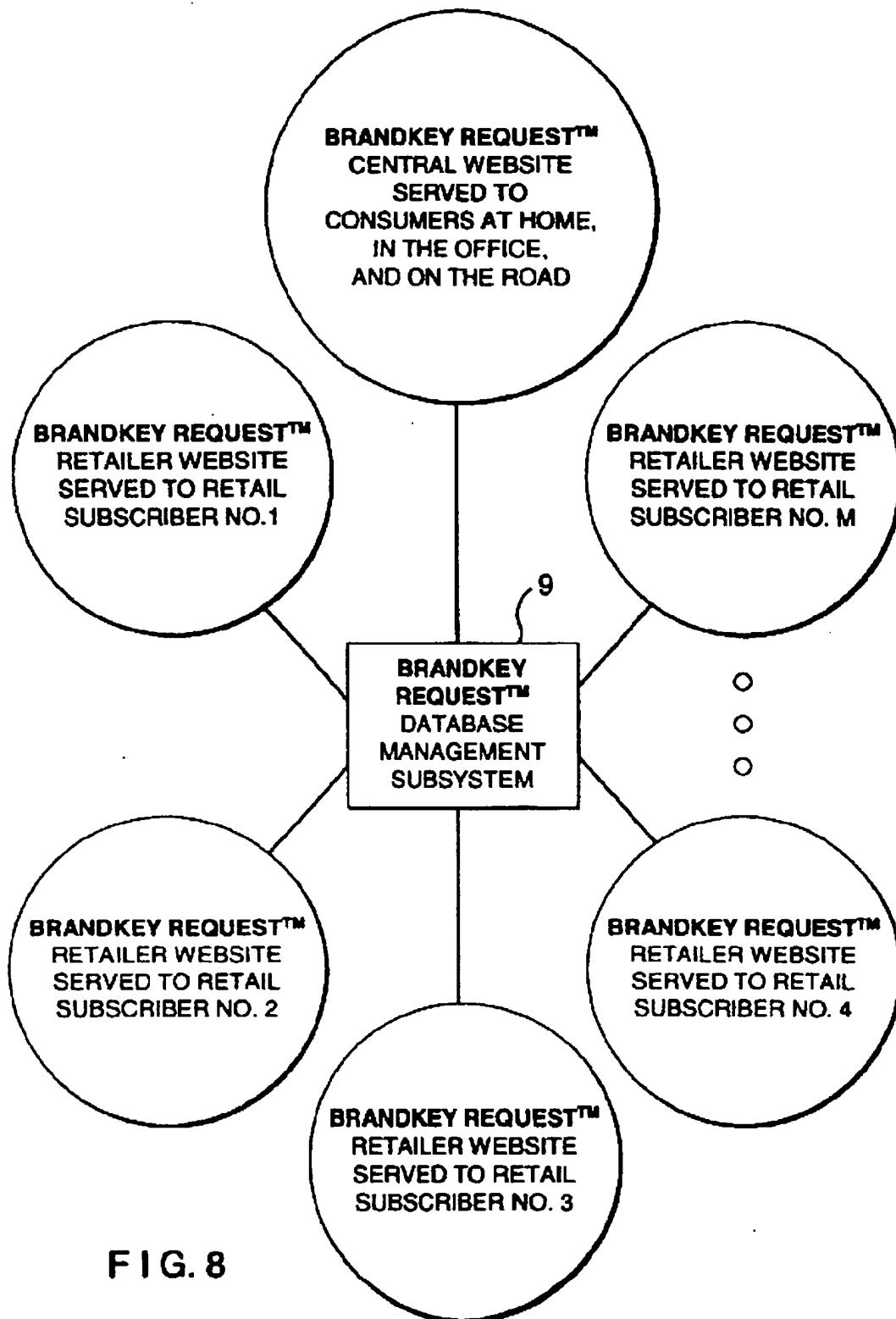


FIG. 6E3



**FIG. 7**



**FIG. 8**

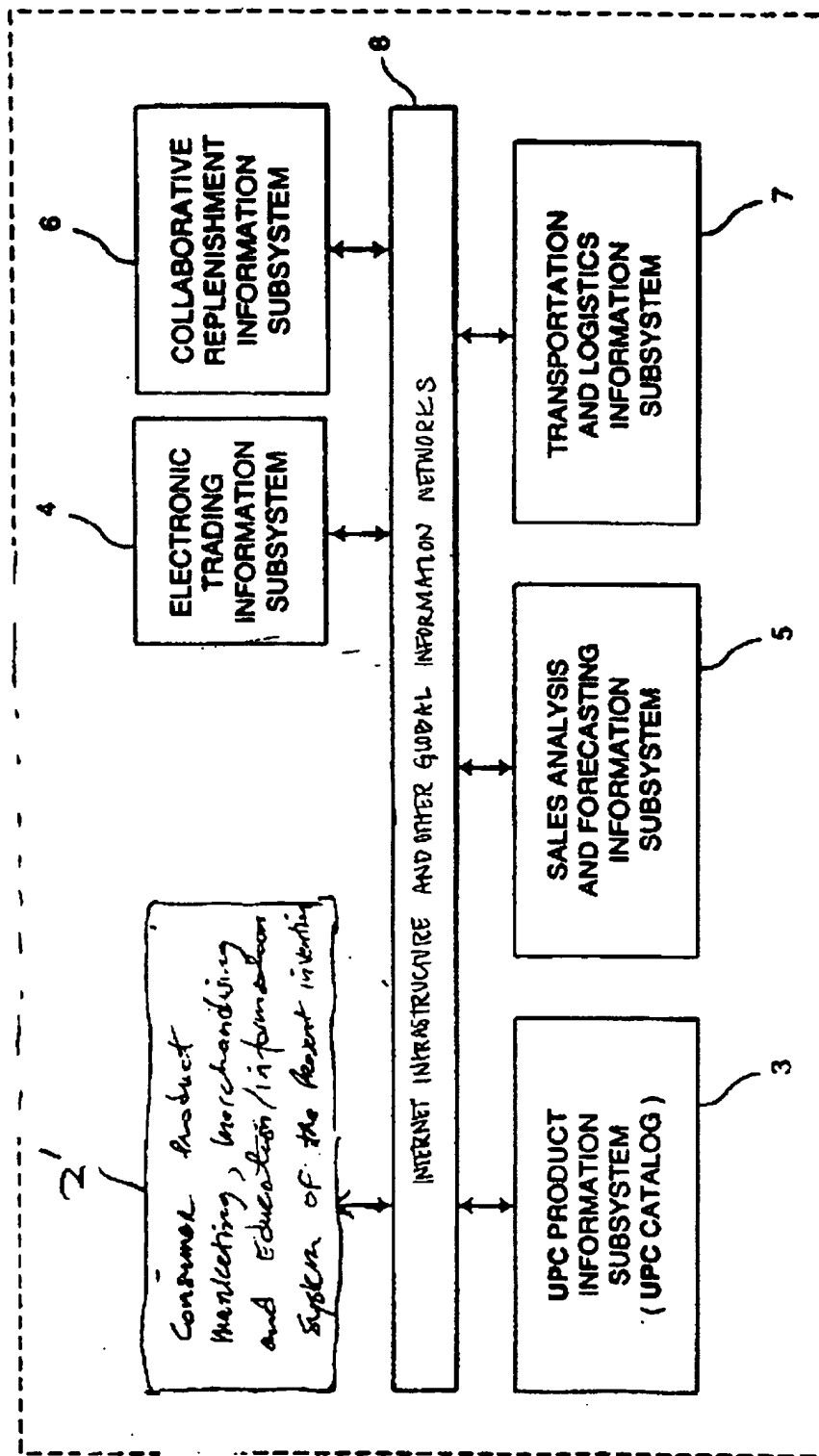


FIG. 9

SECOND ILLUSTRATIVE  
EMBODIMENT

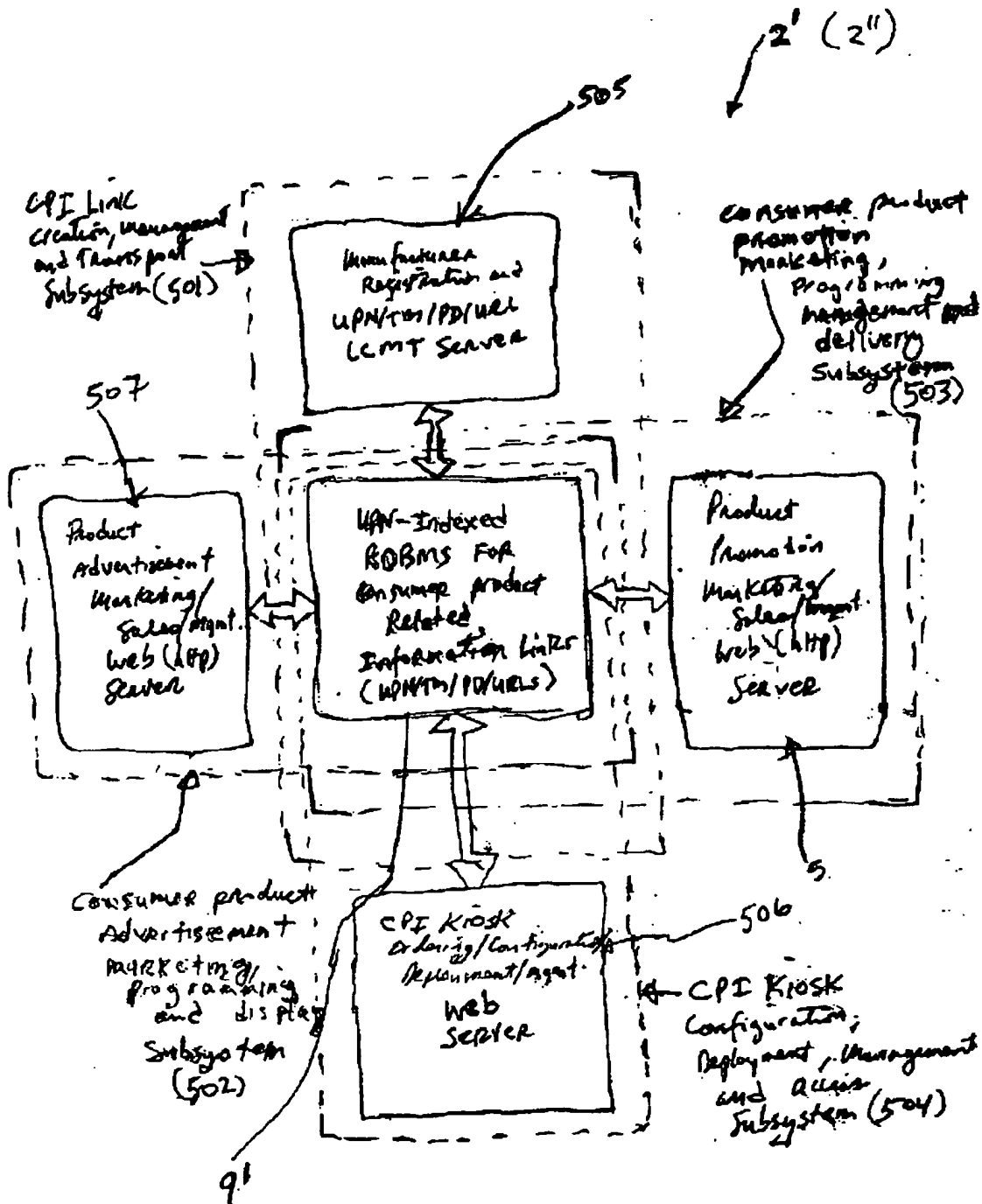


FIG 9A

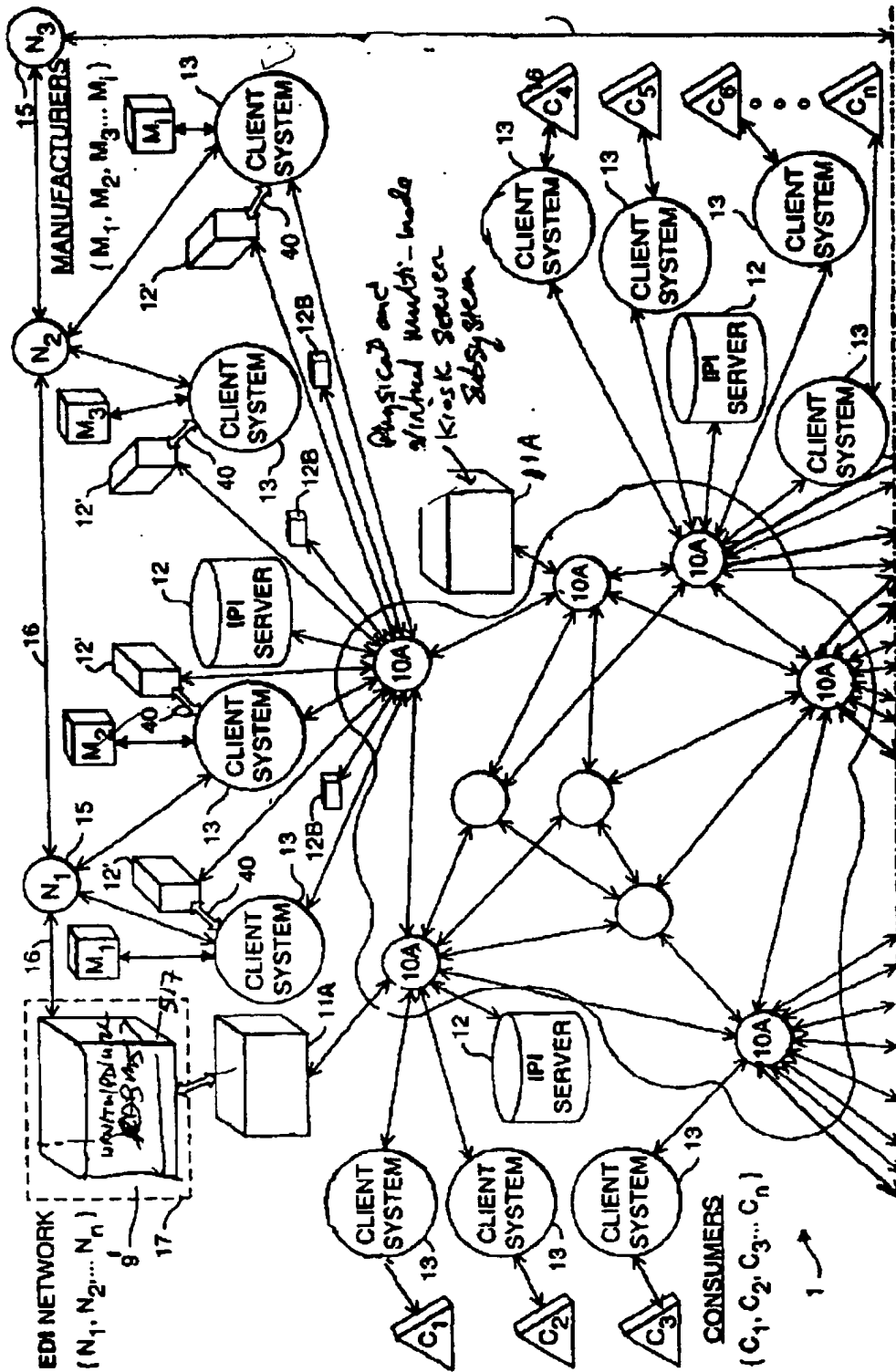


FIG 10A1

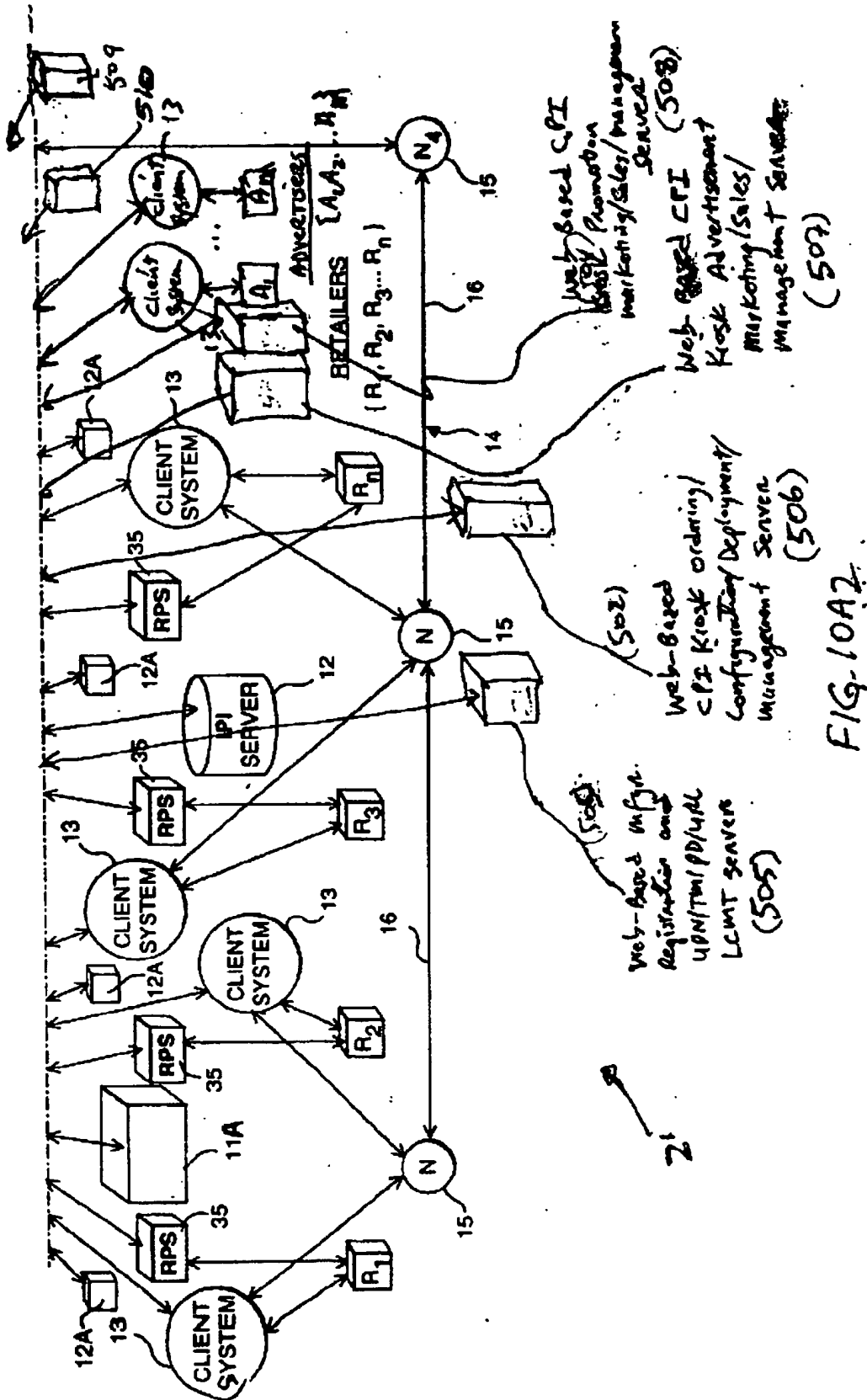


FIG-10A2

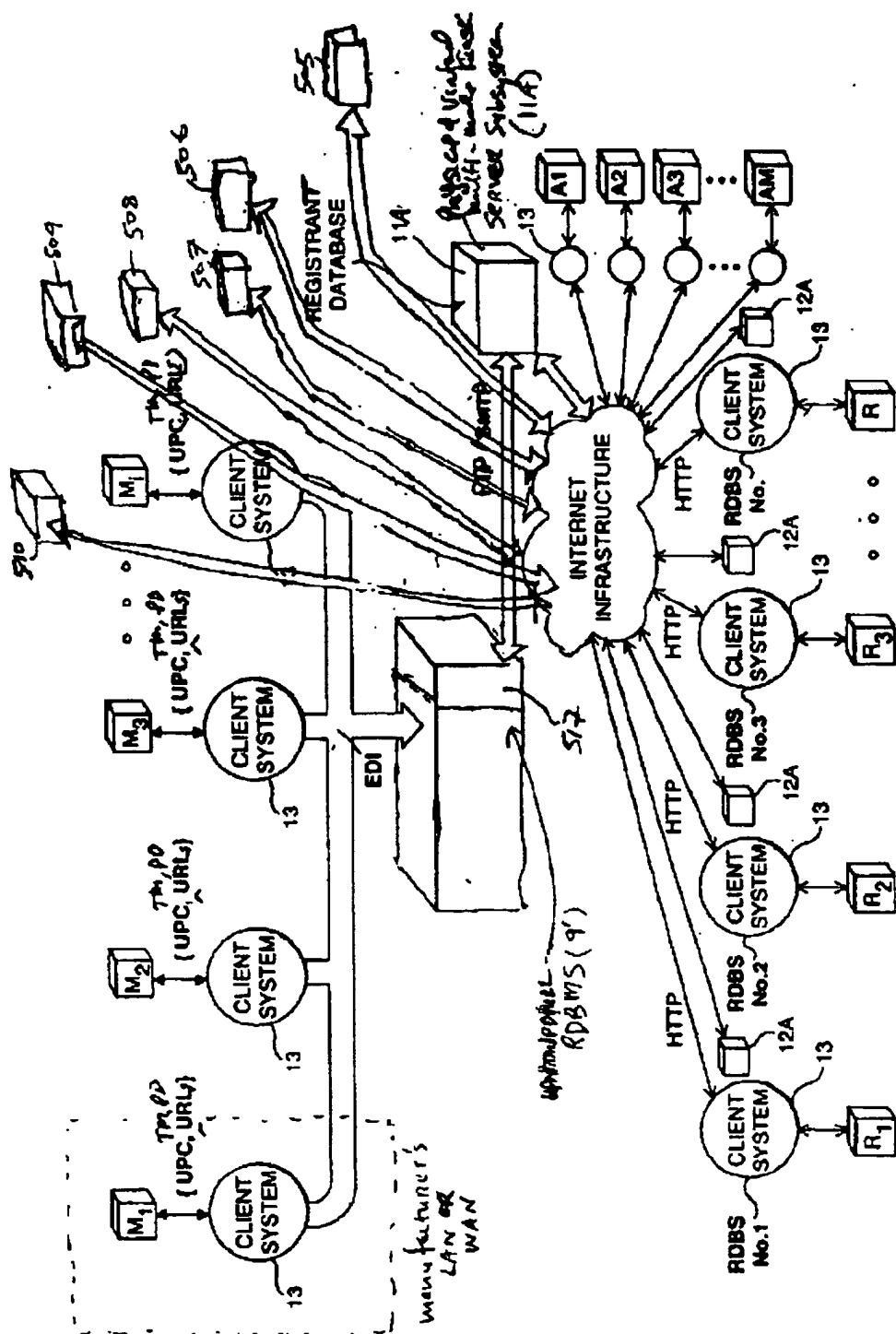
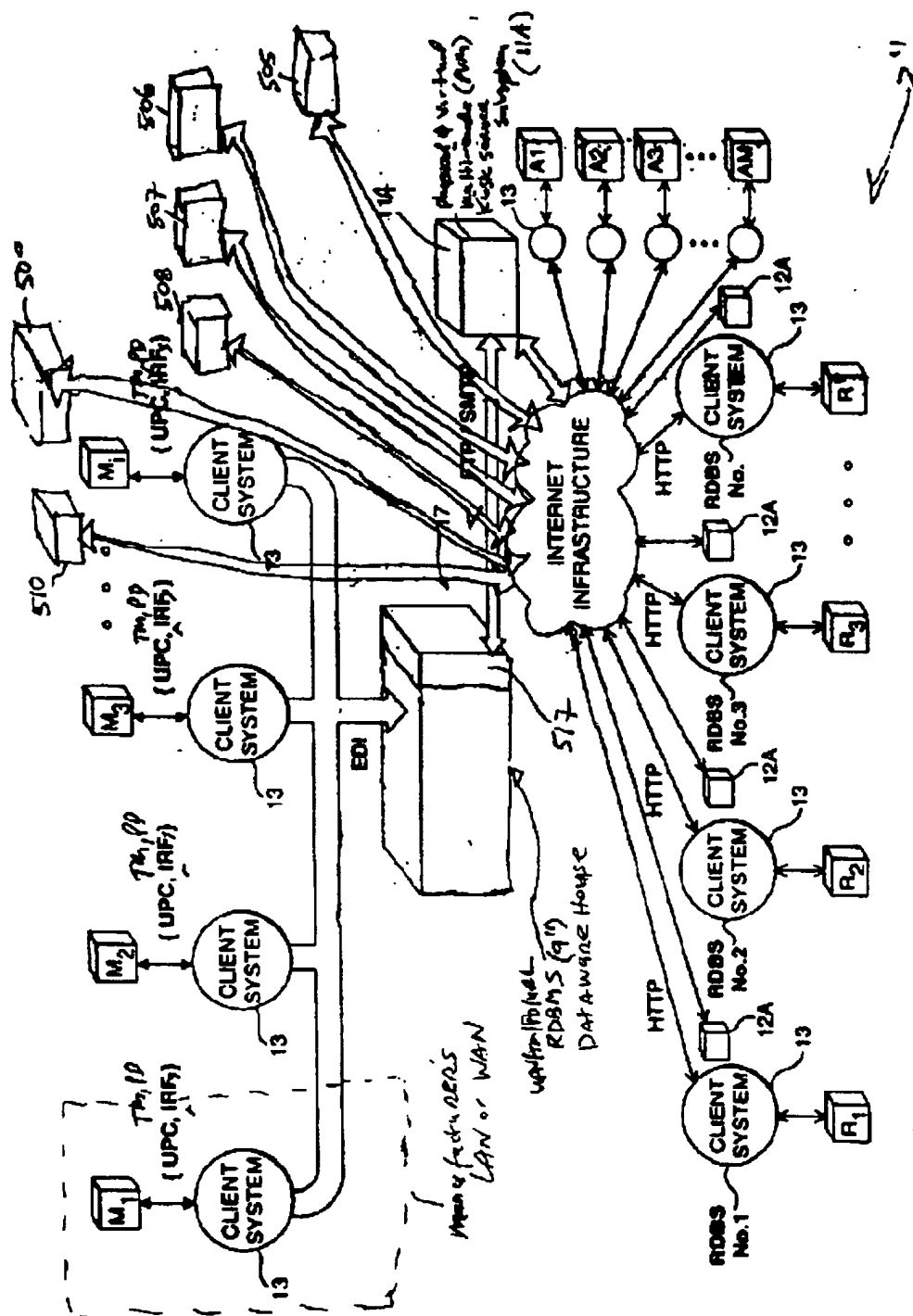
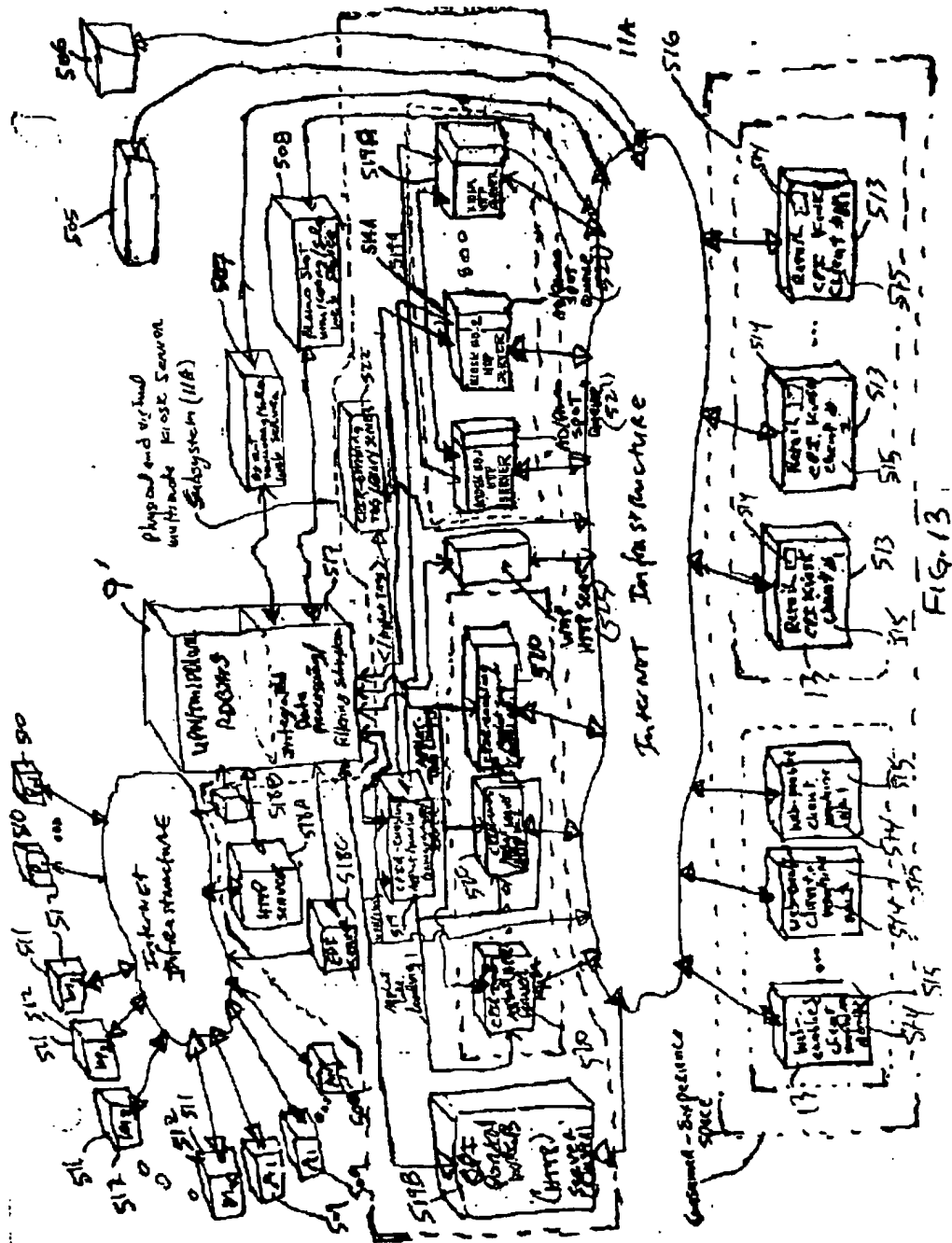


FIG 11

2







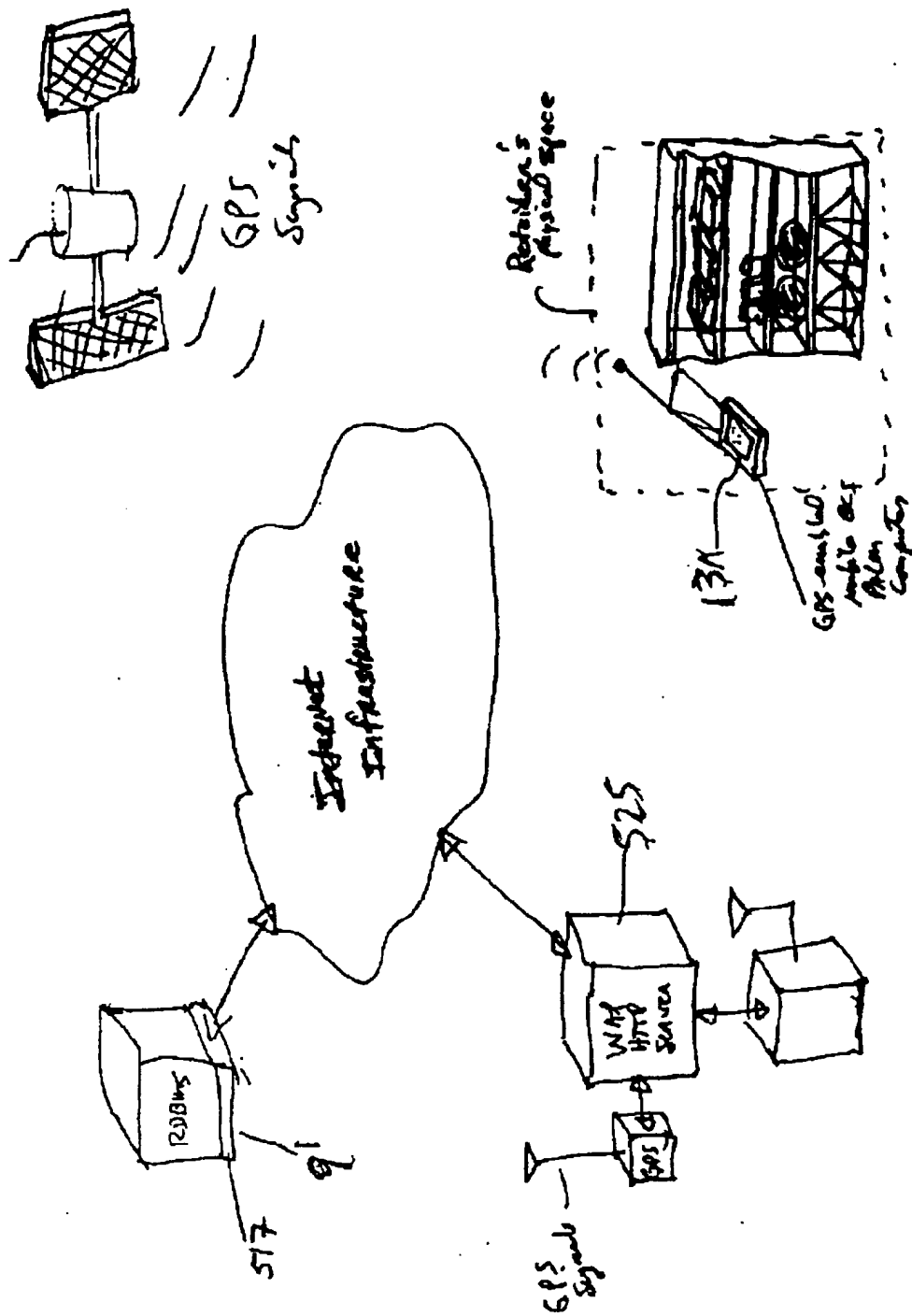


FIG. 14

Structure: <del>XXXXXXXXXX</del>		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPNURL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
II Service Bureau Employed	Alpha 20	Enterable; Modifiable
II Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPNURL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mgmt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

Structure: UPNURL Management SW Licenses		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPNURL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPNURL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPNURL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPNURL Mgmt. SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPNURL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US00/31767

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60, 15/16; G09G 5/00

US CL : 705/26, 27, 14; 345/781; 709/246

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/26, 27, 14; 345/781; 709/246

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

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## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,640,193 A (WELLNER) 17 June 1997, see entire document.	1-70, 72-83, 92 97-103, 105, 109 115, 120-121 126, 132-134 139, 142-280 282-398
Y	US 5,913,210 A (CALL) 15 June 1999, see entire document.	1-70, 72-83, 92 97-103, 105, 109 115, 120-121 126, 132-134 139, 142-280 282 398



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:	"T" Later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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Date of the actual completion of the international search

04 AUGUST 2001

Date of mailing of the international search report

17 JUL 2002

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/51757

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,P	US 6,101,483 A (PETROVICH et al.) 08 August 2000 see entire document.	1-70, 72-83, 92, 97-103, 105, 109, 114-115, 120-121, 126, 132-134, 139, 142-280, 282-398
Y,P	US 6,115,641 A (BROWN et al.) 05 September 2000, see entire document.	1-70, 72-83, 92, 97-103, 105, 109, 114-115, 120-121, 126, 132-134, 139, 142-280, 282-398
Y	The Microsoft Press Computer Dictionary, Third Edition, 1997, see pages 43, 92, 430, 457, 472.	4, 98, 109, 242-245, 286-307, 354, 370, 375, 381, 386
Y	US 5,944,783 A (NIETEN) 31 August 1999, see column 7, lines 42-64.	5, 18, 21 46-48, 98, 101, 114,144-19 7, 201-232, 234-241, 353-358, 369-374, 385-390, 395-398
Y	5,923,846 A (GAGE et al.) 13 July 1999, see column 1, lines 42-49.	17, 25-27, 97
Y	US 5,748,186 A (RAMAN) 05 May 1998, see column 2, lines 1-11.	20,100
Y	US 5,848,399 A (BURKE) 08 December 1998, see entire document.	33-44, 107-108, 361, 377, 393
Y	US 5,890,175 A (WONG et al.) 30 March 1999, see Abstract, and see column 6, lines 12-28.	33-44, 212-215, 218-219, 226-230, 233-236, 241, 243-245, 335-340, 374, 382-398
Y	US 5,933,811 A (ANGLES et al.) 03 August 1999, see Abstract, and column 2, lines 45-58.	49-70, 79-83, 120-121, 126, 132-134, 139, 254-262, 280, 324, 351-358, 369-374, 379-398
Y	US 5,869,819 A (KNOWLES et al.) 09 February 1999, see Abstract; Figures 10 and 13; column 18, lines 29-54; column 19, lines 9-24.	343-344

## INTERNATIONAL SEARCH REPORT

 International application No.  
 PCT/US00/31757

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	ANON., "BarPoint.com and Symbol Technologies Form Internet Partnership, Enter into Technology and Hardware Agreement," Business Wire, 04 August 1999, p. 1366, see entire document.	1-70, 72-83, 92, 97-103, 105, 109, 114-115, 120-121, 126, 132-134, 139, 144-164, 167-174, 177-197, 199-207, 210-230, 233-245, 254-262, 264, 266, 268-271, 273-280, 286-289, 298-324, 329-398
Y	AALBERTS, R.J. et al., "The Ethics of Slotting: Is This Bribery, Facilitation Marketing, or just Plain Competition," Journal of Business Ethics, July 1999, Vol. 20, No. 3, pp. 207-215, see especially Sections I and II.	107-108, 110-113
Y	US 5,938,727 A (IKEDA) 17 August 1999, see entire document.	246-253, 263, 265, 267, 272, 282-285, 290-297, 325-328
Y	US 5,971,273 A (VALLAIRE) 26 October 1999, see column 3, lines 20-31, and column 5, lines 39-47.	142-143, 165-166, 175-176, 198, 208-209, 231-232
A	US 5,764,214 A (TAKANO) 09 June 1998, see entire document.	104, 106
Y	US 5,848,397 A (MARSH et al.) 08 December 1998, see entire document.	84-91, 93-96, 141
Y	US 5,887,271 A (POWELL) 23 March 1999, see especially Abstract, and Figure 26.	84-91, 93-96, 107-108, 116-119, 141
Y	US 5,890,135 A (POWELL) 30 March 1999, see entire document.	84-91, 93-96, 107-108, 116-119, 141
Y	US 5,970,469 A (SCROGGIE et al.) 19 October 1999, see entire document.	84-91, 93-96, 141
A	MOIN, D., "Developers Set Plans to turn Shopping Malls into Advertising Alleys," Women's Wear Daily, 08 November 1999, Vol. 178, No. 90, p. 1+, see entire document.	84-91, 93-96, 141
Y	Emond, M., "How Oil Companies, TBA Suppliers Are Cooperating to Build Business," National Petroleum News, March 1989, Vol. 81, No. 3, p. 38, see last six paragraphs.	122-125, 127, 135-138, 140

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/31757

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,956,737, A (KING et al.) 21 September 1999, see column 5, line 53, through column 6, line 5; column 7, lines 28-46; column 7, line 6, through column 8, line 15; column 10, lines 39-51.	255-262, 264, 266, 268-271, 273-279, 287, 299-300, 308
Y	US 5,937,037 A (KAMEL et al.) 10 August 1999, see column 7, lines 27, through column 8, line 65; column 10, line 46, through column 11, line 9; and column 26, line 43, through column 27, line 8.	72-83, 120-121, 126, 132-134, 139, 363-364
Y	US 5,970,124 A (CSASZAR et al.) 19 October 1999, see column 8, lines 25-45.	72-78, 120-121, 126, 132-134, 139
Y	US 5,848,397 A (MARSH et al.) 08 December 1998, see Abstract in particular.	72-78
Y	RIGGS, B., "New Standard to Bolster Wireless Internet Transactions," Informationweek, 30 October 1999, No. 757, see Abstract.	100
Y	HORWITT, E., "Casting a Wider Net," Computerworld 08 June 1998, Vol. 32, No. 23, pp. CE14-CE16, see especially paragraph beginning "BarnesandNoble.com".	364-366, 380, 396-398
Y	DELFINO, E., "Using the Web for PC Support," Online, Vol. 20, No. 3, pp. 83-85, May/June 1996, see entire document.	220-223, 243-245, 254-262, 324, 329
Y	CALK, J.T., "Cyberservice: Giving Customers What They Want -- Only Better," Telemarketing & Call Center Solutions, January 1998, Vol. 16, No. 7, pp. 86-91, see entire document.	329
A	ANON., "Harmat Acquires BarPoint.com, Inc. New Company to Introduce Internet Search and Shopping Technology & Software," Business Wire, 04 June, 1999 see especially fourth paragraph.	1-70, 72-283, 92, 97-103, 105, 109, 114-115, 120-121, 126, 132-134, 139, 144-164, 167-174, 177-197, 199-207, 210-230, 233-245, 254-262, 264, 266, 268-271, 273-280, 286-289, 298-324, 329-398

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/91767

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	FINK, J., "Radio Stations slug it out for listeners," Business First of Buffalo, 04 March 1991, Vol. 7, No. 20, p. 1, see especially four paragraphs beginning "The Birch Report also surveys . . ."	122-125, 127, 135-138, 140

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/31757

## Box I Observations where certain claims were found unsearchable (Continuation of item 1 of first sheet)

This international report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2. ☒ Claims Nos.: 71 and 281  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:  
  
There are no claims 71 or 281.
  
3. ☐ Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

## Box II Observations where unity of invention is lacking (Continuation of item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

Please See Extra Sheet.

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☒ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
  
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

☐

The additional search fees were accompanied by the applicant's protest.

☐

No protest accompanied the payment of additional search fees.



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/31757

### BOX II. OBSERVATIONS WHERE UNITY OF INVENTION WAS LACKING

This ISA found multiple inventions as follows:

This application contains the following inventions or groups of inventions which are not so linked as to form a single inventive concept under PCT Rule 13.1. In order for all inventions to be searched, the appropriate additional search fees must be paid.

Group I, claim(s) 1-70, 72-83, 92, 97-103, 105, 109, 114-115, 120-121, 132-134, 139, 144-164, 167-174, 177-197, 199-207, 210-230, 233-245, 254-262, 264, 266, 268-271, 273-280, 286-289, 298-324, and 329-398, drawn to an Internet based system for accessing information.

Group II, claim(s) 84-91, 93-96, and 141, drawn to modes of operation for CPI kiosks.

Group III, claim(s) 104 and 106, drawn to a graphical user interface (GUI).

Group IV, claim(s) 107 and 108, drawn to a graphical model of nearby shelf space.

Group V, claim(s) 110-113, drawn to registering aisle/shelf rights.

Group VI, claim(s) 116-119, drawn to a kiosk advertising directory.

Group VII, claim(s) 122-125, 127, 135-138, and 140, drawn to determining the price of advertising.

Group VIII, claim(s) 142-143, 165-166, 175-176, 198, 208-209, and 231-232, drawn to making purchases with delivery to an address in physical space.

Group IX, claim(s) 246-253, 263, 265, 267, 272, 282-285, 290-297, and 325-328, drawn to an e-mail server for sending e-mail home.

The inventions listed as Groups I, II, III, IV, V, VI, VII, VIII, and IX do not relate to a single inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: Each invention lacks features essential to another. Group I need not involve the CPI kiosks of Group II, or the graphical user interface of Group III, etc.; Group II need not involve the graphical user interface of Group III or the graphical model of nearby shelf space of Group IV; and so forth through all the permutations.